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# OF IDIOTS 1952-2002



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# 50 YEARS OF STUPIDITY!



NOVEMBER 2002

NUMBER 423

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THE USUAL GANG OF IDIOTS (Inside front cover)  
1952-2002 PULL-OUT POSTER!

You can avoid many a close shave by not working yourself up into a lather!

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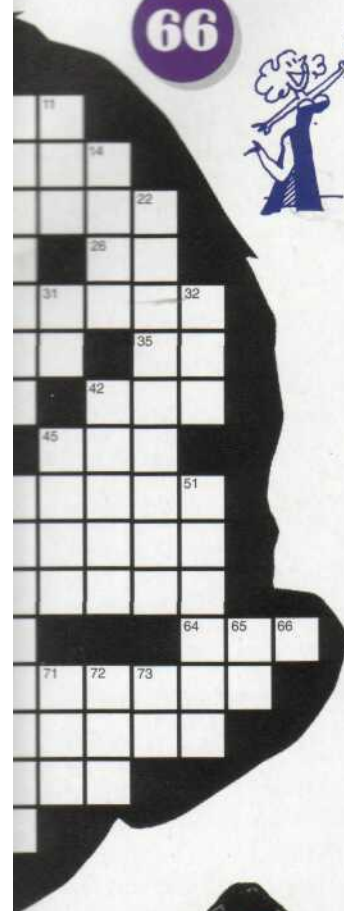
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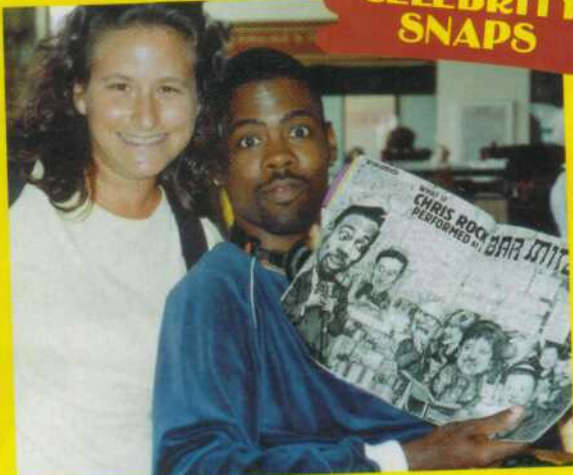
## DEFACING THE MUSIC— 1<sup>ST</sup> MOVEMENT

Congratulations to your front cover artist for using the *Sgt. Peppers Lonely Hearts Club Band* album of the Beatles to illustrate the "50 Worst Things About Music." Still, on the original, Hitler was on the sidelines, but I cannot find bin Laden on your cover (unless he was disguised as the snake?).

Steven Bernard, Geneva, Switzerland

Bernie — Keen eye! Originally, bin Laden was supposed to be on the cover, but at the last minute he backed out citing a scheduling conflict in a photo shoot with Annie Leibovitz for an upcoming *Vanity Fair* cover. By the way, one small correction to your letter — our cover had absolutely nothing to do with the Beatles — it was supposed to be a parody of The Rolling Stones' *Their Satanic Majesties Request!* —Ed.

## MAD CELEBRITY SNAPS



I've been a reader since the late 1970s and I've always wondered how it was that people were able to arrange to get their pictures taken with a celebrity and a copy of MAD, thus earning a free subscription. My question was answered in Baltimore's Penn Station, when I met Chris Rock filming his new movie. I think I deserve an extra-special bonus prize since not only did I get a picture of him with the magazine, but with his picture in the magazine.

Jordana Baden, New York, NY

Jordy — You're right! You deserve an extra special prize — but we don't give extra special prizes, so you'll just have to take the free three-year subscription and be happy, happy, happy — you follow? —Ed.

## DEFACING THE MUSIC— 2<sup>ND</sup> MOVEMENT

In your "50 Worst Things About Music" (MAD #420) you mentioned Satellite Radio as #11. Are you mad? XM Satellite Radio is saving us from the eight crappy songs you hear on FM. XM Radio is modeled after MAD with a copy in every studio. Where else will you find a channel that plays nothing but the world's worst records (like William Shatner doing Beatles songs) or a 24/7 cocktail channel where Don Ho lives with Esquivel. Our metal channels are satanic, our rap channels uncensored and our rock channels play everything in Frank Zappa's library. We have places you can hear Phil Collins, too. We are saving radio.

Lee Abrams, Chief Programming Officer  
XM Satellite Radio, Washington, D.C.

Leelee — You can't be sirius! You may be "saving radio," but we're saving a whopping \$10 a month by not subscribing to XM! —Ed.



Alfred E. Cereal



## THE BIG EASEL

Back in MAD #420, we challenged readers to create an Alfred E. Neuman face in a medium of their choice. Dave George of Bellflower, CA sent in a photo of his daughters Katie and Kristine holding their peach. Jim Hutchings of Ontario, Canada sent in two portraits, one made from buttons and spools of thread and another from Froot Loops, Nesquik, Count Chocula, Frosted Cheerios and two Oreo cookies. (It's obvious that Jimbo has way too much time on his hands and way too many sugar cereals on his breakfast table!) We continue to seek Alfred contributions in other mediums like pizza, body hair or kitty litter. You name it, we want it! Send pictures to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't be bashful, how bad could yours be compared to Jimbo's Froot Loop fiasco!

Katie and Kristine  
George with their  
Alfred E. Peach



## DEFACING THE MUSIC— 3<sup>RD</sup> MOVEMENT

I just read your "50 Worst Things About Music" issue (MAD #420) and I must say congratulations! You guys hit every nail on the head! You guys are probably going to get a lot of nasty mail because of #50 (the oboe). So I'm giving you guys a defense for those damn prudes! As you know, the oboe's claim to fame is that it plays an "A" so everyone can tune up. What people don't know is that only useless tone-deaf morons actually need that "A." So if they'd get rid of the oboe, we wouldn't have any useless tone-deaf morons in the orchestra. Now I play the cello in an orchestra, and I'm always in tune before the oboe plays its annoying whiny moan. It's just an inferior version of the bassoon.

Racer LeVan, Lewisburg, PA

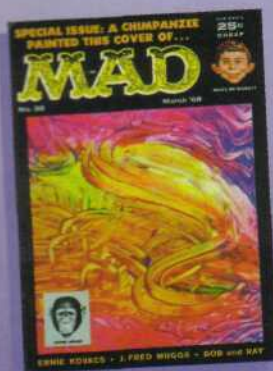
Speed Racer — We've long had a jones for the oboe for just the reasons you articulated so brilliantly. We would love hearing from you about your feelings toward the accordion, the harp and the cowbell! See ya in the pit! —Ed.

Alfred E. Buttons





Recently, we asked readers to send a note telling us when they started subscribing to and/or began reading MAD, as part of our 50th anniversary celebration. We received a boat-load of responses — too many to fit on one Letters Page. So beginning in this issue and continuing in the next, we will be reprinting selected highlights from many of the letters we received. Thanks to all who took the time to write!

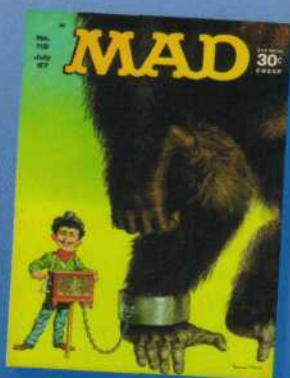


I have subscribed to MAD since about 1986, But I've been reading it since issue #38, March, 1958.  
— Joe Polanin, Greenbelt, MD

I have been a fan for the last 50 years and have had your subscription for the last 25 years.  
— Pate Bridges, via e-mail

I have read MAD since about the age of 13 when my mother would buy copies off the newsstand. That was 28 years ago, and I have enjoyed each and every issue.  
— Lynn Lanphar,  
Robins Air Force Base, GA

I have been a subscriber for five years. It may not seem like a lot, but I have 140 MADs and some of them were given to me by my dad when he was a subscriber at my age (15 years old).  
— Preston Simon, Newville, PA



My subscription began with issue #112, July, 1967 as a gift from an aunt in California.  
— Tony Avak, Lexington Park, MD

I was a subscriber from the very beginning. It was interrupted when I went overseas in the early 60s. I resubscribed, then went overseas again in the early 80s and then I re-subscribed in 1986 until now. I may not be the longest, but I was there when you were born.  
— Mark Zigoris, Cincinnati, OH

I began buying MAD regularly in the late 1950s, and my parents got me a subscription in the early 1960s. After 40 odd years, I'm not only a subscriber, but I have every issue since 1957.  
— Maggie Parkhurst, Glendale, CA

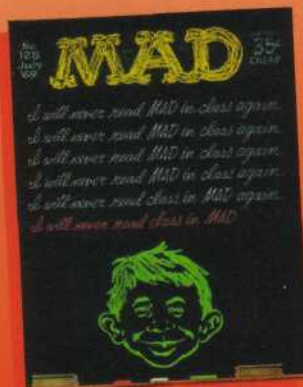
I have almost every issue since #97, September, 1965. I missed a few off the newsstand, so this was the impetus to subscribe which started around 1969.  
— Marty Plastic, Harrisburg, PA



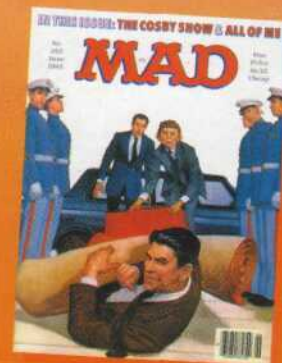
I have every issue, but recall buying #5 about 20 years ago, as it was the only one I didn't have. Therefore, I didn't subscribe until #6 or #7. I also subscribe for my grandson.  
— Robert H. Laird, 3rd, Dresher, PA

I've had a subscription going since 1986. I'm 27 years old and a member of MENSA. If it's one thing I've learned from all the years of reading MAD it's that there is nothing in this world, no matter how sacred or profane, that is free from ridicule.  
— Bill Montbleau, via e-mail

I have been a subscriber since 1957. I have an almost complete collection of MAD. (I'm only missing the first 15 issues.)  
— Ira Anekstein, East Northport, NY

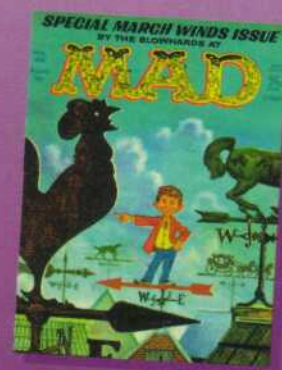


I originally subscribed to Mad with #128, July, 1969. I covered the cost with my paper route and lawn mowing money.  
— Mark Sommer, Teaneck, NJ



I've been buying every issue since #39, May 1958, but I've only been subscribing since #255, June 1985. I may not have the oldest continuous subscription, but I'm probably the oldest (60 this year) subscriber.  
— Gene Phillip, Great Falls, VA

I can attest to my membership from #47, June, 1959. I'm 72 years old and love MAD.  
— Jerry Welshoff, Spring Hill, FL



I began subscribing with issue #62, April, 1961. Through college and Vietnam I continued to receive MAD, though my parents had to censor it before sending it along. I often bought MAD at the PX in Vietnam where you could only get Playboy, Penthouse, Army Times and MAD.  
— Thomas Stevens, Dover, NH

My association with MAD has been a long one. I was first introduced to it in 1954 when I was serving in the U.S. Army stationed in Germany. Upon my discharge, I continued my career in dentistry commuting between Philadelphia and New York University's School of Dentistry. For educational literature during the commute, I started my subscription in 1957. The first magazine I placed in the waiting room was MAD. Incidentally, that was the only magazine that the kids took home with them. I retired from Orthodontics to pursue a second career in forensics. As we say, things go around and go around. Since September 11th, I have been a part of a team working at the Office of the Chief Medical Examiner of New York helping to identify the victims of the World Trade Center attack. Once again, I am commuting to New York with my MAD magazine under my arm.  
— Dr. Norman Goodman,  
Phoenixville, PA



## ODDS-FEST

Why, oh why haven't you included "Celebrity Cause-Of-Death Betting Odds" in your magazine lately? The last one was of James Lipton in MAD #417! Please! He's hardly funny enough to leave your readers hanging with. I fear that without the return of one of my favorite monthly features, I may have to start calling your magazine a "piece of crap"! Please bring it back! I'll love you all forever!

Nikki Jilek, Covina, CA

Nikki Sixx — We took the liberty of forwarding your letter to the creator of "MAD's Celebrity Cause-Of-Death Betting Odds," Mike Snider. Since Mike is only allowed to receive mail once a week at his current address, and is not allowed to have pointy, potential weapons such as a pen, it took a while for him to respond. He did, however, send the following note scrawled on the back of an Arizona Diamondbacks napkin in his own blood:

Odds that MAD's Celebrity Cause-Of-death Betting Odds is returning to the magazine's pages: 6,000,000,000,000,000:1

Odds we're going to have pudding tonight: 3:1

Odds that I'm going to jam a fork into that big hooligan from D Ward: 1:1

We hope this answers your question as to why "MAD's Celebrity Cause-Of-Death Betting Odds" hasn't been in the magazine lately, though it may return in 7-10 years! Thanks for writing! —Ed.



### HOW TO REACH US

Please Address Correspondence To:  
MAD, Dept. 423, 1700 Broadway,  
New York, New York, 10019.

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

### An Idiot's Guide to Idiots

Don't know which idiot is which on our inside front cover poster? Be sure to see our next issue for the answer key!



### Make A Dumb Wish Foundation™

I want to make a wish for the *Make A Dumb Wish Foundation™*. My wish is for you to tell me what BYPR OHIAS (the Morse Code message) means from the Spy Vs. Spy article in MAD #416.

Michael Cordero, Dolton, IL

Mikey — Once again the *Make A Dumb Wish Foundation™* is able to make a dumb wish come true. We will tell you exactly what it means, in Morse Code, of course!

--- -- - - - - - - - - / . . . . .  
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Thank you for your interest in the *Make A Dumb Wish Foundation™*. —Ed.

## MAD FORUM

I've read your magazine for sometime now, and, honestly, I've read the Letters Page maybe...twice, in the middle of the night when I'm trying to fall asleep. On my third time reading this page, I had a thought: Are these letters real, or are they as fake as the ones in *Penthouse*? Sarah Wilson, Waukegan, IL

Dear Sarah — I never thought I'd find myself writing to you, but I must share with you an incident that happened yesterday as I was reviewing letters to the editor. We received a longing missive from a young woman who confessed that she turns to the Letters Page when she is alone in bed and can't sleep. While she didn't come out and say it exactly, it was clear what was on her mind. When she inquired whether the letters were real, it was painfully obvious that she was really inquiring whether I, Ed., was real or just a fantasy. I wrote and told "S" that oh yes, I am real and that I would be there for her any night she needed help falling asleep. I also asked her to invite a couple of insomniac girlfriends over, oh my! —Ed.

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### Contributing Artists

### And Writers

the usual gang of idiots

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MAD — 50 Years And Still Going (Downhill!)





HANKS FOR NOTHING DEPT.

I once spent six weeks with my father, Mack O' Sullenone, in the winter of 1931. You'll spend six weeks with him too, in this two-hour movie! At least it'll *seem* like six weeks in this incredibly slow father-son journey...

# ROAD TO

Wow! What a big house!

Please don't say "Big House!"

You work for Mr. Looney, don't you?

Yes, Mr. Looney has been very generous to us! Even though there's a great depression going on, he keeps our family in basics: food, shelter, bullets and a large assortment of fedora hats!

Let's drink to Duncy McGuffin! Duncy McGuffin was a good man! A decent man! An honest man, relatively speaking: I'm almost sorry I ordered him whacked!

What's the Great Depression?

You're looking at it!

You mean the poor people outside in bread lines?

No! I mean an award-winning actress like me, Jennifer Jason Leigh, playing a frumpy wife with only two lines in the film! Now *that's* the great depression!

Poor Amy O'Sullenone! Her husband is a murderer for a mob family and she has to quietly live with that!

She's the Carmela Soprano of the 1930's!



# SEDATION

ARTIST: HERMANN MEJIA

WRITER: ARNIE KOGEN



I'm Clunker Looney! I'm part of a long movie tradition — unbalanced sons of mob bosses! I'll put it this way: if Sonny Corleone and Fredo Corleone were Irish and had a child...it would be me!

Hold still, young man!

You're that creepy crime photographer that takes pictures of the dead!

Smile and say "Blood splattered corpse in Kankakee!"

But I'm not dead!

Just wait a few minutes!

Hey, aren't you Frank Nutty?

That's me! First lieutenant to Al Capone! Looney's mob is part of the Capone operation! I'm amazed that John Looney lives this lavishly!

But Looney gets a piece of all the action in this area!

All the bootlegging, prostitution and gambling!

This is Rock Island, Illinois! Last month's action was a case of Pabst, two fat ladies and an illegal pinochle game!

This film is about fathers and sons!

It's about nobility in a corrupt world!

It's about betrayal, loyalty and vengeance!

It's about two superstars from two generations! Does Newman still have juice overseas? Does the film have legs to do 300 million worldwide? Will it outgross *Scooby Doo*?

Who are they?

Three film students and the Dreamworks accountant!





This is a nice bonding moment!

It's been a long time since I played a piano duet with my boss!

You've done this before?



In a movie called *Big!* And it was with our feet!

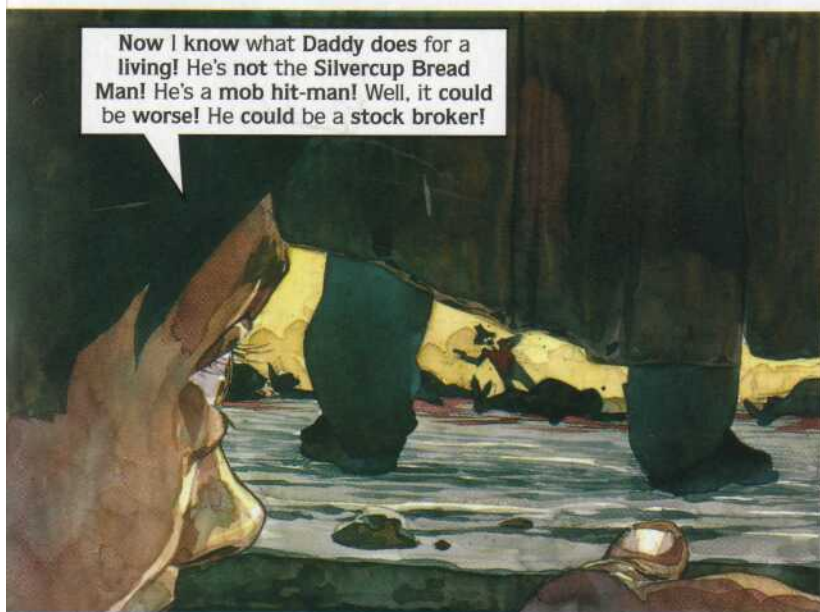


What does Papa do? What's his job?

Let's put it this way: he puts bread on the table!

He's a baker?

Well, sort of! He makes dough and he fries people's buns!



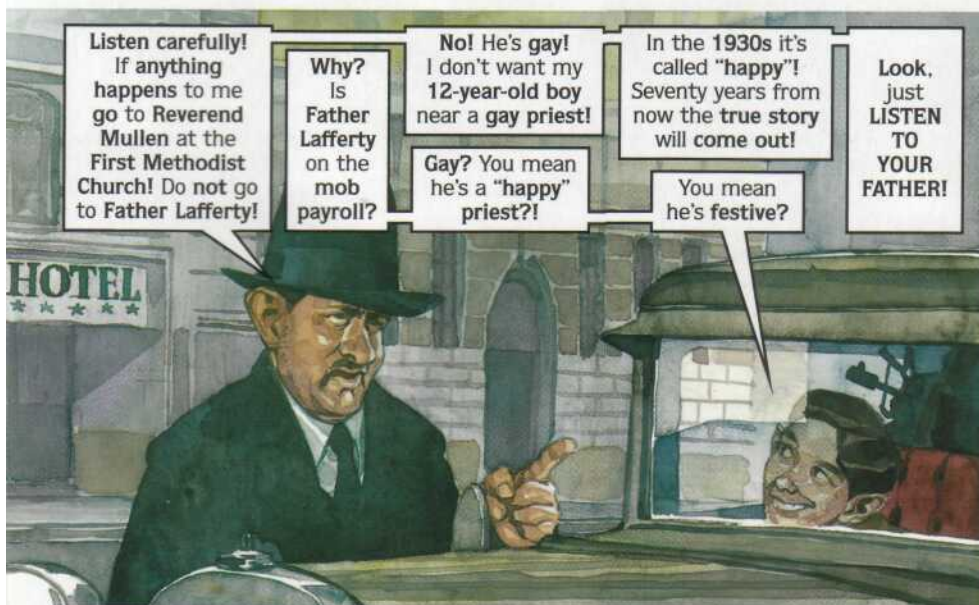
Now I know what Daddy does for a living! He's not the Silvercup Bread Man! He's a mob hit-man! Well, it could be worse! He could be a stock broker!



Your mother and brother were murdered! We have to leave this house! Pack some things!

Like what? What should I pack?

Your toothbrush, some clothes, oh, and a tiny machine gun might come in handy!



Listen carefully! If anything happens to me go to Reverend Mullen at the First Methodist Church! Do not go to Father Lafferty!

Why? Is Father Lafferty on the mob payroll?

No! He's gay! I don't want my 12-year-old boy near a gay priest!

Gay? You mean he's a "happy" priest?!

In the 1930s it's called "happy"! Seventy years from now the true story will come out!

You mean he's festive?

Look, just LISTEN TO YOUR FATHER!

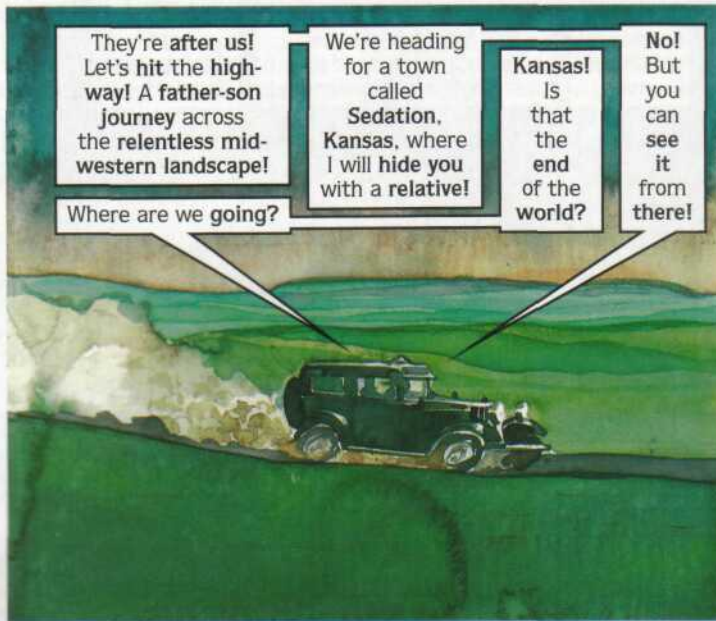


I'm glad to see you, Mr. Nutty!

I don't know what you're so glad about! There are orders out to kill you!

I realize that! It's just very unique to see an *Italian* mobster in this film!







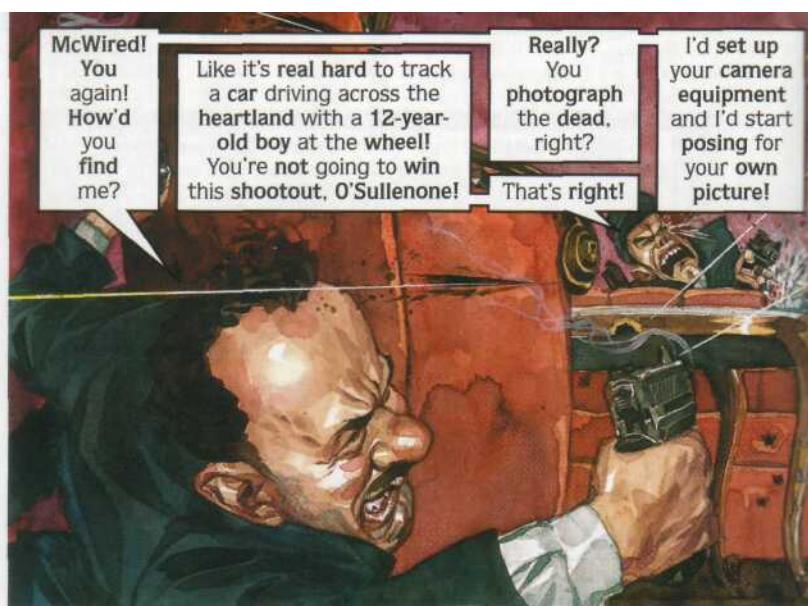


I'm Mack O'Sullivanone! This is a stick-up! Give me all the money earmarked for Capone!

Do you two know what you're doing?

We know exactly what we're doing here! We're doing *Bonnie & Clyde* meets *Paper Moon* circa 2002!

Okay, just checking! Here's your money!



McWired! You again! How'd you find me?

Like it's real hard to track a car driving across the heartland with a 12-year-old boy at the wheel! You're not going to win this shootout, O'Sullivanone!

Really? You photograph the dead, right?

That's right!

I'd set up your camera equipment and I'd start posing for your own picture!



Pa, you're wounded! I'll look for a hospital!

Hospitals don't exist in these Depression-era movies! Look for a farmhouse with a kindly elderly couple! They have one every two miles!

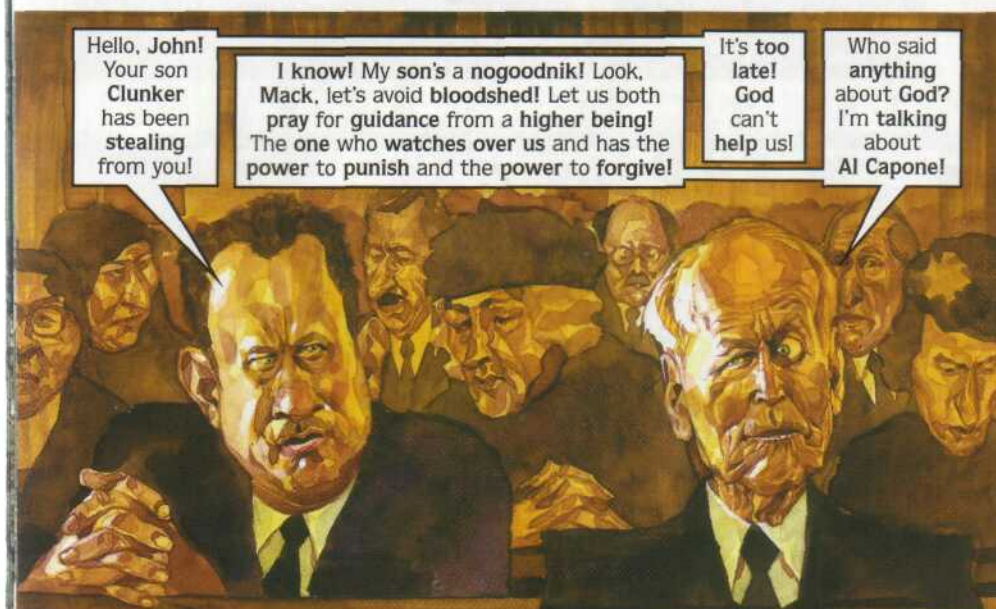


Thank you kind farm couple for taking in two total strangers, giving us shelter, surgically removing the bullet from my father and helping us bond!

This is what farm families do in Depression-era movies! The Midwest is full of families like us!

At least you're local! A family in the next county took in a young fella who lived a bit further away! For a time they had their hands full keeping him grounded!

Who was that? It was the Kent family over in Smallville! The boy came from a place called Krypton, if memory serves me right!



Hello, John! Your son Clunker has been stealing from you!

I know! My son's a nogoodnik! Look, Mack, let's avoid bloodshed! Let us both pray for guidance from a higher being! The one who watches over us and has the power to punish and the power to forgive!

It's too late! God can't help us!

Who said anything about God? I'm talking about Al Capone!



Pa, what are you going to do?

Let's put it this way: I'm going to the bakery! I'm about to deliver a loaf of dead!







This is the most beautifully-filmed cold-blooded massacre I've ever seen!

It's a pleasure to have my guts spilled in a blood-bath so cinematically stylized and artsy!

If I have to die, I'm glad it's in slow motion!

With the pace of this film, how can you tell when it's slow motion?



Here's tomorrow's headline! "John Looney sleeps with the fishes, dies in Lake Michigan"!

This is not Lake Michigan!

If this rain keeps up, it will be in ten minutes!



How could you do this to me? I took you in! You were a son!

I guess this is a bad day for both of us! Now I'm an orphan!

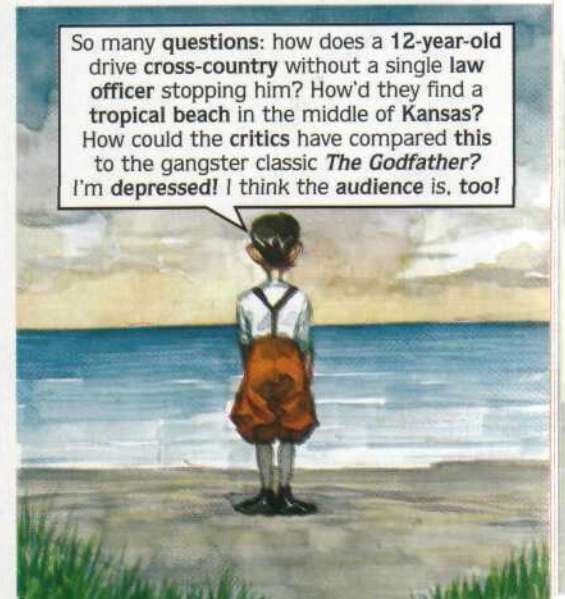


You think we'll be safe here?

Are you kidding? I was cast away on this deserted island for seven years and nobody found me! We're perfectly safe here!



Okay, call me a liar!



So many questions: how does a 12-year-old drive cross-country without a single law officer stopping him? How'd they find a tropical beach in the middle of Kansas? How could the critics have compared this to the gangster classic *The Godfather*? I'm depressed! I think the audience is, too!



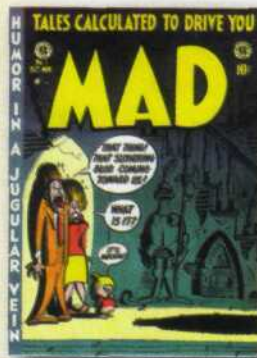
**MOCK IT ON YOUR CALENDAR DEPT.**

For fifty years, **MAD** has been a staple of bedrooms, living rooms, dorm rooms and recycling bins. And in that half century, the magazine has seen its share of highlights (driving a subtle, yet effective, wedge between Tom Cruise and Nicole Kidman) and low points (the tragic East Coast/West Coast publishing war that claimed the lives of so many contributors). But in terms of amazing developments and captivating achievements, **MAD**'s history is rivaled only by that of our own country — but with slightly fewer intern-related scandals. So enjoy our timeline and remember — while those who don't learn from history are doomed to repeat it, those who learn anything from **MAD**'s history are doomed, period!

# The **MAD** 50TH ANNIVERSARY Timeline 1952-2002



William M. Gaines' E.C. Comics, known for *Tales From The Crypt* and *Weird Science*, publishes the first issue of **MAD**. Edited and written by Harvey Kurtzman, it features four wild and outrageously satiric stories spoofing E.C.'s own comics.



"Spy vs. Spy," the creation of Cuban refugee Antonio Prohias, makes its first appearance in **MAD** (#60). At the time, Prohias only speaks three words of English, two of which are "spy."



Sergio Aragones' "Drawn Out Dramas," the little cartoons that appear in the margins of **MAD**, debut (#76). Eye doctors everywhere rejoice.



**MAD** Magazine is born (#24). Gaines and Kurtzman turn **MAD** into a bi-monthly, black-and-white magazine. More importantly, they get to raise the price from 10 cents to a quarter!

Although it will be another year before he's named and adopted as **MAD**'s official mascot, Alfred E. Neuman makes his first appearance on the border of **MAD** (#24) as the "What-Me-Worry?" Kid.



**VOTE MAD VOTE**  
**ALFRED E. NEUMAN**  
**FOR PRESIDENT**

**MAD** announces the candidacy of Alfred E. Neuman for President, the first of an endless string of unsuccessful campaigns (a losing streak that will one day be challenged by Al Gore).

OCTOBER 1952

DECEMBER 1954

JULY 1955

SEPTEMBER 1956

OCTOBER 1956

SEPTEMBER 1960

JANUARY 1961

OCTOBER 1961

JANUARY 1963

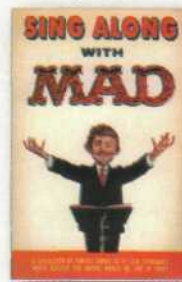
MARCH 1964

Al Feldstein takes the helm as **MAD**'s Editor (#29), a position he clings to for the next 28 years till he retires. (His thinking is, "Who else will hire me?")

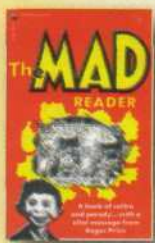


"The Lighter Side of..." debuts (#66). Oddly, even after 240 installments, creator Dave Berg never got around to doing "The Lighter Side of the Chemical Reaction Between Salicylic Acid and Boron."

**MAD** wins a victory over the music publishers for Irving Berlin and an army of songwriters when the U.S. Court of Appeals rules that the magazine has the right to parody their songs. The Supreme Court refuses to hear the songwriters' appeal, thereby setting a precedent for ruling in favor of idiots—which George W. Bush would benefit from in the 2000 election.



The **MAD Reader**, the first in a popular series of over 200 forgettable **MAD** paperbacks, is published by Ballantine Books. Educators note a sudden, inexplicable drop in student reading scores that continues to this day.



William Gaines brings the **MAD** staff to Haiti, where they pay a surprise visit to their lone Haitian subscriber and beg him to renew. He does. Thus, the **MAD** trips are born, and over the years "The Usual Gang Of Idiots" travels around the world, visiting Europe, Asia, South America and Africa. Ugly international incidents during these trips become commonplace.

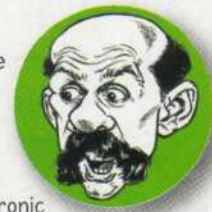


**MAD's** "Snappy Answers To Stupid Questions" debuts (#98). Has this feature run for four decades because readers love it? No, **MAD** has just been honoring an ill-advised 40-year contract with Al Jaffee!



In a cheap response to *Playboy's* "fold-out" centerfold, "The **MAD** Fold-In" premieres (#86) and cheap gorks around the globe begin the loathsome practice of folding-in the back page and leaving the store without purchasing the issue.

**MAD** writer Dick DeBartolo's article "Some 'Purchase Tags' Few People Ever Get To See," is published (#103), beginning his incredibly moronic (and ongoing!) streak of writing an article for every issue of **MAD**— which now stands at a truly stupefying 321!

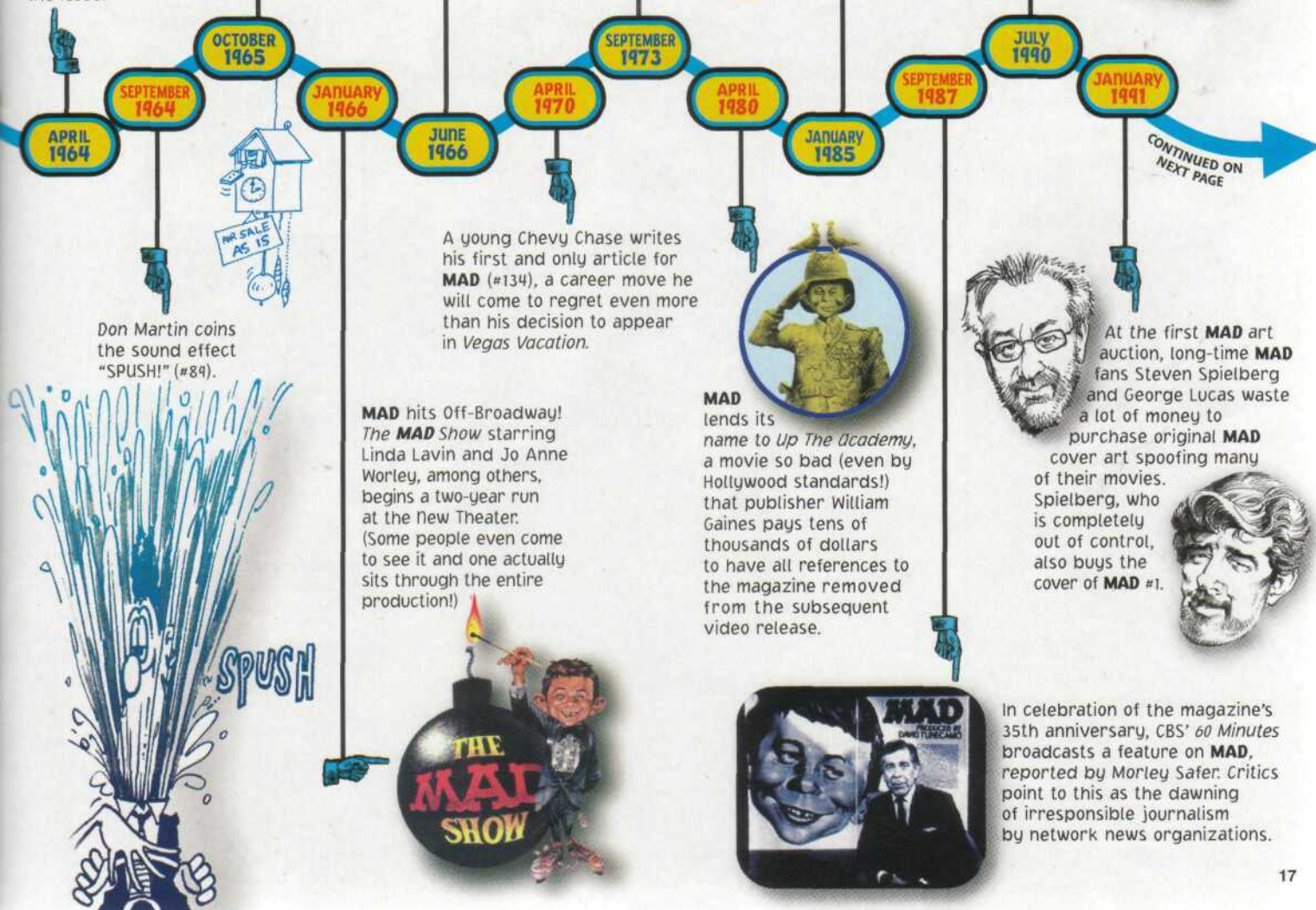
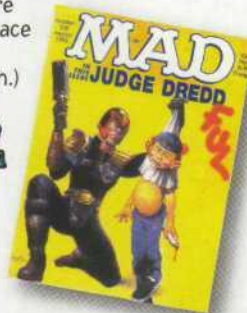


**MAD** #161, featuring a spoof of *The Poseidon Adventure* illustrated by Mort Drucker, becomes the best-selling issue in the magazine's history. Like the Poseidon itself, we've been sinking ever since!

Al Feldstein steps down as Editor and is replaced by Co-Editors Nick Meglin and John Ficarra, who to this day continue to fight over who's really in charge.



Richard Nixon, as drawn by Jack Davis, makes his record sixth appearance on a **MAD** cover (#246). Five years later Sylvester Stallone will equal Tricky Dick's "achievement" with his sixth cover appearance (#338). (George Dubya and Bill Clinton are tied for second place with five cover appearances each.)



**MAD** hits Off-Broadway! *The MAD Show* starring Linda Lavin and Jo Anne Worley, among others, begins a two-year run at the New Theater. (Some people even come to see it and one actually sits through the entire production!)



**MAD** lends its name to *Up The Academy*, a movie so bad (even by Hollywood standards!) that publisher William Gaines pays tens of thousands of dollars to have all references to the magazine removed from the subsequent video release.



At the first **MAD** art auction, long-time **MAD** fans Steven Spielberg and George Lucas waste a lot of money to purchase original **MAD** cover art spoofing many of their movies. Spielberg, who is completely out of control, also buys the cover of **MAD** #1.



In celebration of the magazine's 35th anniversary, CBS' *60 Minutes* broadcasts a feature on **MAD**, reported by Morley Safer. Critics point to this as the dawning of irresponsible journalism by network news organizations.

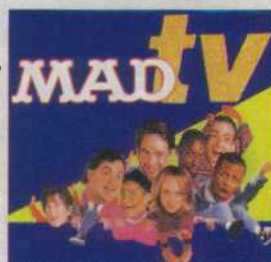


# The MAD 50TH ANNIVERSARY Timeline 1952-2002

**Completely MAD**, the official history of the magazine, written by Maria Reidelbach and published by Little, Brown & Company, hits bookstores and becomes an immediate best-seller. (Go figure!)



**MADtv**, a new sketch comedy show, premieres on FOX. Across the nation, viewers scramble for their remote controls.



To settle the ongoing debate, **MAD** (#322) holds the definitive Alfred E. Neuman lookalike contest between Prince Charles, Ted Koppel and David Letterman.

Letterman finishes a distant third and Koppel is the runner-up. Prince Charles finishes first with 38.2% of the vote and wins the *uncoveted* grand prize — a free **MAD** subscription.

**Monroe** debuts (#356). Readers who complain that Duck Edwing is in questionable taste now *really* have something to complain about.



**Totally MAD**, a complete collection of every issue of **MAD** through 1998, debuts on CD-ROM. Since it only runs on PCs, Mac users everywhere rejoice.



In an episode of *The Simpsons*, the offices of **MAD** are blown to smithereens. We like to think it was an "homage."



**MAD** celebrates its 50th anniversary in a blatantly self-congratulatory and totally pointless timeline.

OCTOBER 1991

JUNE 1992

OCTOBER 1993

SEPTEMBER 1994

OCTOBER 1995

MARCH 1997

APRIL 1997

JANUARY 1999

AUGUST 1999

JUNE 2000

FEBRUARY 2001

MARCH 2001

OCTOBER 2002



**MAD's** Founder and Publisher William M. Gaines dies in his New York City apartment at age 70. Since then, his attendance in the office has been spotty at best.

**MAD** is featured in Howard Stern's movie, *Private Parts*, continuing the magazine's long history of film appearances dating back to the Beatles' *A Hard Day's Night*. (In some circles, Alfred is frequently referred to as "the seventh Beatle.")

**MAD's** first annual run-down of the "20 Dumbest People, Events and Things of the Year" (#377) appears. The editors' original intent to choose the "2,000 Dumbest People, Events and Things of the Year" had to be scrapped due to space considerations.



**MAD** goes to a new color format and begins accepting ads. Critics say William Gaines is "spinning in his grave," but he's not. He was cremated.



**madmag.com** is born. Three months later, the Internet economy totally collapses.



DC Comics' Jenette Kahn and Paul Levitz become **MAD's** new Editor-in-Chief and Publisher, respectively. They vow to continue to maintain the magazine's tradition of stupidity, and that between them, they will continue to maintain William Gaines' body weight.



Ad



Recently we here at MAD debuted a new, muckraking series in which we debunked the popular myth that TV talk shows are free-wheeling, unrehearsed forums. Our research proved that all talk shows are actually over-planned, tightly-scripted snore-fests. Last time, we turned our spotlight on *The Tonight Show With Jay Leno*. We now continue our series as...

# MAD De TVTalks

**11:35**

Pre-taped introduction showing colorful scenes of New York City. Enjoy taking this video tour while you can. As soon as the intro ends, 95% of the show is shot inside a generic studio, with the remaining 5% being taped in the same one-block radius.



**11:36**

David Letterman walks onstage. He begins the show by making a cryptic reference that only the studio audience can possibly understand, thereby pandering to 300 people while confusing millions.



**11:37**

Opening monologue. Of the seven jokes Dave tells, the audience applauds wildly at the conclusion of all seven. They laugh out loud at two.



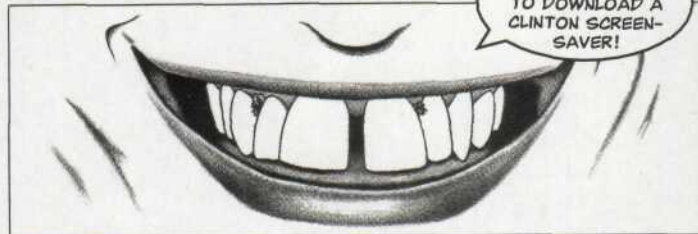
**11:39**

Dave repeats the punch line that bombed the worst.



**11:40**

Dave repeats the punch line that bombed the worst.



**11:41**

Dave repeats the punch line that bombed the worst.



**11:42**

Dave repeats the punch line that bombed the worst, this time in a "dumb guy" voice. The audience, realizing this will go on for another 40 minutes unless they do something, applaud.



**11:43**

Dave does a "found comedy" sketch featuring mumbling stagehands, his self-important announcer or dull-witted tourists. After enough times hearing the audience cheer when a deli owner says "That's right, Dave," even Dave's lazy writing staff begins to believe that this C+ material is gold.





# constructs how's

## THIS MONTH: LATE SHOW *with David Letterman*

11:52

To create an atmosphere of false excitement, Paul Shaffer's band sings the name of the comedy skit to the same interchangeable music as the last 700 skits. For instance, if the skit is "Calling a Pay Phone," they sing, "Calling a paaaaay phooooone!!!!" But if it's a prop comedy segment called "Celebrity Snow Globes," the band sings, "Celebrity snooooooww glooobbbes!!!!"



12:01

It's the Top Ten List. The #10 line doesn't have to be funny, because people are still easing into the premise. The #6 and #5 lines don't have to be funny, because they're caught in the transition between the first screen of jokes and the second one. The #1 line doesn't have to be funny, because they can jazz it up with swooping graphics and blaring music. There's no explanation for #9, #8, #7, #4, #3 and #2, though.



12:03

With the show more than half over, the first guest arrives. They repeat Dave's earlier punch line that bombed, and receive a standing ovation.



12:04

Dave just barely chokes back his utter contempt for the guest and for show biz in general. If you listen closely, you can almost hear the angry fat re-congealing around his heart.



12:23

A fresh new standup comedian with "New York City attitude" can mean only one thing: the music act cancelled.



12:33

Dave announces tomorrow night's guests with the same palpable joy in his voice that's usually reserved for taking the family aside in cancer wards.



12:34

As the Worldwide Pants logo flashes onscreen, the announcer says something uproarious like "I like cake," or "Scratch this, Pedro," or "That's oblong," or something else apparently scripted by a Ouija board. In comedy lingo, this type of joke is called a non sequitur. "Sequitur" is Latin for "funny."



ARTIST: RICK TOLKA

WRITER: DESMOND DEVLIN





Hit reset, it's

IN OUR LAST EPISODE...

OMIGOD!  
YOU GUYS GOT ME  
PLAYSTATION 2!

THAT  
SHOULD  
SHUT YOU  
UP.

AND HOPEFULLY  
RENDER YOU **BLIND!**  
NOW GET BUSY RUINING  
YOURSELF, BOY, SO WE  
CAN **SUE** US SOME  
SONY MONEY!

# Monty and... PLAYSTATION 2

PART TWO

HERE YA  
GO, SPORT. I  
PICKED YOU UP  
A NEW GAME  
FOR YOUR VIDEO  
THINGY.

**GRAND  
THEFT AUTO III!**  
WOW! THANKS! AND  
LOOK, THE **SECURITY  
TAG** IS STILL  
ATTACHED.

HOW ABOUT  
THAT. YEAH, YOU  
SEEMED LIKE YOU  
WERE GETTING  
TIRED OF PLAYING  
THAT DEMO  
DISK.

**DUH! I  
COULDN'T  
PLAY IT  
BECAUSE,  
HELLO, IT WAS  
A DEMO  
DISK.**

WELL, IF IT WAS TOO  
HARD FOR YOU, THAT'S YOUR  
PROBLEM. NOW **GET PLAYING!**  
THE FASTER YOU PLAY, THE **FASTER**  
YOU CAN DEVELOP SOME SORT OF  
**REPETITIVE MOTION PROBLEM**  
AND THE FASTER I CAN **FILE A  
LAWSUIT** AGAINST SONY!

COOL!  
CAN I STAY  
UP LATE?

YOU **BET!**  
I'LL FIX YOU SOME  
HIGH-OCTANE  
COFFEE.

I COULDN'T  
SLEEP. WHAT IN  
THE HELL IS THIS  
**SHOW** YOU'RE  
WATCHIN'?

IT'S  
NOT A **SHOW!**  
I'M GONNA BE THAT  
GUY THERE. HE'S A  
**LOWDOWN DIRTY  
CARJACKER.**

JUST  
LET ME  
TAKE A QUICK  
PEEK AT THE  
MANUAL...

SCREW THE  
MANUAL -- JUST CHANGE  
THE CHANNEL! A RERUN  
OF MURDER, SHE WROTE  
WITH THAT FOX, **ANGIE  
LANSBURY**, IS ON.

JUST  
A SECOND...  
CONTROL  
ACCELERATOR...  
**BRAKE...**

**YESSIREE,**  
SLICE ME OFF  
A **CHUNK**  
OF THAT  
ANGIE...

**3** HOURS  
LATER...

HOW'S  
IT GOING,  
SPORT?

OH,  
UM, OKAY I  
GUESS...

**WHEW, 3 A.M.!**  
I'VE BEEN AT THIS FOR  
**FIVE STRAIGHT HOURS.**  
I'M FEELIN' KIND OF  
**WOOZY.** I NEED SOME  
REST.

**NONSENSE.** I  
MADE YOU A FRESH POT  
OF JOE. I EVEN CRUSHED  
UP **NO-DOZ TABLETS** FOR  
A LITTLE **EXTRA KICK!**  
BOTTOMS UP!

OKAY --  
I'M READY...

... ONLY  
**FIFTY-SEVEN  
MISSIONS** TO  
GO...



Ad



LIBERTY CITY.  
I'M COMING IN...

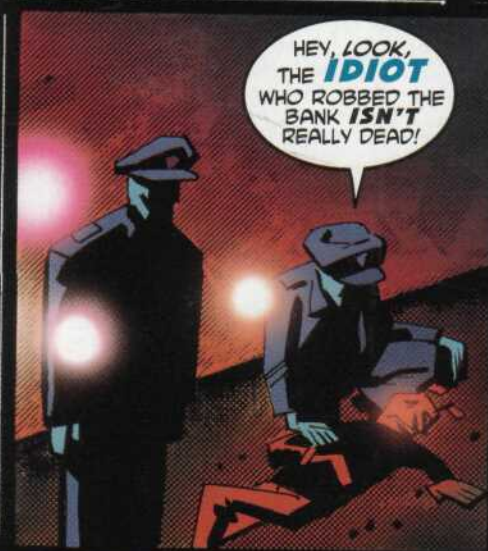


**WOW!!**  
LOOK  
AT ALL THIS  
DOUGH FROM  
THAT **BANK**  
**ROBBERY!**

WHATEVER.

WHAT ARE  
YOU DOING  
WITH THAT  
**GUN, SWEET-**  
**STUFF?**

I'M GONNA  
**SHOOT YOUR**  
**SORRY ASS!** GOD,  
DIDN'T YOU EVEN **SEE**  
THE **INTRO** TO  
THE GAME?



HEY, LOOK,  
THE **IDIOT**  
WHO ROBBED THE  
BANK **ISN'T**  
REALLY DEAD!



HOW  
CAN YOU  
TELL?

WELL,  
**THE GAME** HASN'T  
**RESET** TO THE  
**BEGINNING!**

YOU'RE  
GOING OFF  
TO PRISON  
FOR A  
LONG TIME,  
BUDDY.

**WAIT!**  
WHAT  
ABOUT **DUE**  
**PROCESS?**

HEY, IF  
ATTORNEY GENERAL  
JOHN ASHCROFT  
DOESN'T NEED IT, WE  
DON'T EITHER!



HEY,  
BUDDY. WHAT  
HAPPENED  
TO YOU?

I GOT  
**SHOT** BY  
MY LADY,  
**8-BALL!**



WHOA,  
DIDN'T YOU  
**SEE THE**  
**INTRO?**

I'M **OUTTA**  
HERE, I NEED TO  
MAKE SOME  
**FAST MONEY.**



WELL, LET'S SEE...  
I'VE GOT FORTY  
BUCKS ON ME. HOW  
ABOUT YOU **START**  
WITH A NICE CALF  
RUB, THEN...

**FORGET IT. IT'S**  
**TIME FOR ME TO**  
**STEAL SOME**  
**CARS!**





NO, I WAS TOO BUSY TRYING TO FIGURE OUT THE CONTROLLERS.

WELL, YOU SHOULD HAVE BEEN FIGURING **THIS!**



**BLAM!**



SHE DOES HAVE A **POINT** THERE.

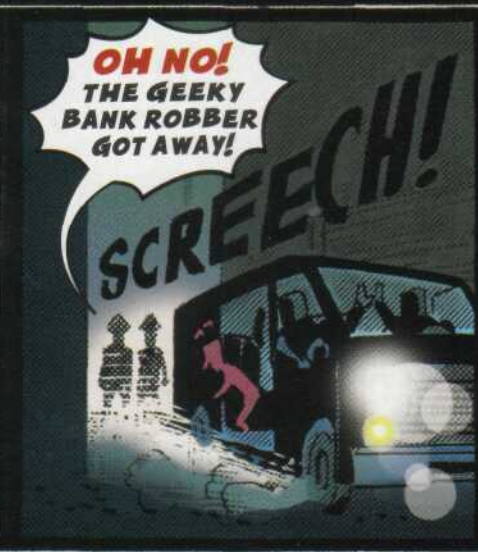
woop woop



HOW ABOUT WE TAKE HIM BACK TO THE STATION-HOUSE AND RAM A **TOILET PLUNGER** UP HIS--

**WHOA! WHAT'S GOING ON?!**

WE'RE **SPRINGING** THIS LITTLE **FREAK!**



**OH NO! THE GEEKY BANK ROBBER GOT AWAY!**

**SCREECH!**



GOOD RIDDANCE. I DON'T CARE IF HE'S THE **STAR OF THE GAME**, THAT **LITTLE TWERP** WAS SKEEVEY EVEN FOR **LIBERTY CITY**.

YEAH. LET'S GO FIND SOME **TRANSVESTITE** **HOOERS** TO SHAKE DOWN!



OH, FER CHRISSAKE. THE **SCHOOLBUS** IS HERE, AND YOU DIDN'T EVEN **MAKE** US **BREAKFAST** YET.

\* HUH? \*  
SORRY, CAN'T TALK. **GAMING.**



**THAT'S MY BOY!** STILL AT IT? ANY **THROBBING HEADACHES** YET? **BLOOD** FROM THE EARS?

\* I MUST **COMPLETE** MY **MISSION.** \*



YOU MUST GET YOUR **ASS** ONTO **THAT BUS!**

HEY, IT'S **IMPORTANT** THE **BOY** GETS HIS **TWENTY HOURS** A DAY OF **PRIME TIME** **GAMING** IN.



ALL RIGHT, HE CAN SKIP SCHOOL. BUT I BETTER SMELL SOME BREAKFAST SOON.

ONCE I COLLECT FROM SONY FOR ALL THE DAMAGE THEIR GAME SYSTEM HAS DONE TO THE BOY, YOU'LL BE ABLE TO HAVE BREAKFAST IN Monte Carlo!

I'M GOING BACK TO BED.

RIGHT BEHIND YA! GRRR!

OMIGOD! I'M TOO LOCKED ON TO EVEN BE DISGUSTED BY THAT. YIKES!



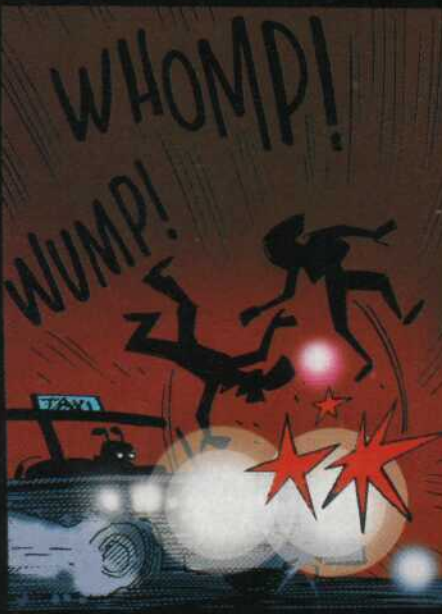
BECAUSE THE GRAPHICS DESIGNERS BARELY FINISHED THE CITY. THEY'LL MILK OUT A GRAND THEFT AUTO V BEFORE WE SEE A "ZOO."

HOP ON IN.

TO THE ZOO.

ZOO? FORGET IT.

WHY?

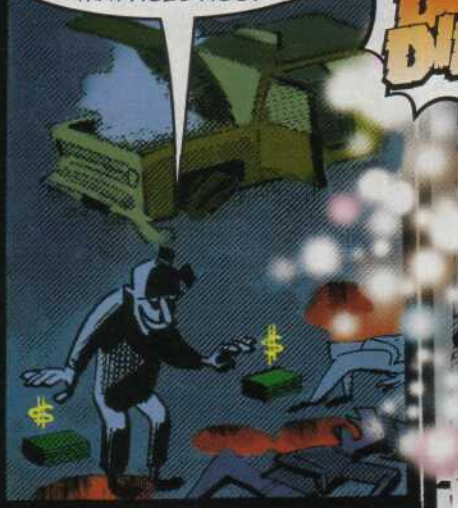


I CAN'T BELIEVE I GOT MONEY FOR RUNNING THOSE TWO OVER. I SHOULD'VE DONE THAT AGES AGO.

DIE, DIE, DIE!

LOOK AT HIM. HE'S A MESS.

I DUNNO, HE DOESN'T LOOK ANY WORSE TO ME THAN BEFORE WE GAVE HIM THAT DAMN GAME. ANOTHER ONE OF MY GREAT PLANS HE MANAGED TO SCREW UP!







YOU, **OUTTA** THE CAR.

OMIGOD, A HATE CRIME! I LOVE AMERICA! **USA NUMBER ONE!!**

RELAX, YOU'RE JUST BEING CARJACKED.

Whe! Allah he praised Death to America!

**TAXI!!**

AMMU-N



WHAT THE -- DYLAN AND JOLINDA! THIS IS **GREAT!**

OMIGOD! YOU'RE STILL **ALIVE!**

**BETTER** THAN THAT, BABE, I HAVE AN UNLIMITED LIFE CHEAT CODE!

I'M GETTING OUT OF HERE.

I DON'T THINK SO, SPORT! IT'S TIME FOR SOME **MIND-WARPING GRAPHIC VIOLENCE!**



OH COME ON, I WAS KICKING ASS!

FORGET IT. THIS THING AIN'T WORTH THE **ELECTRICITY** IT'S BEEN COSTING ME!

**ONE** MORE CHANCE. I PROMISE IT'LL SCREW ME UP **MORE!**

**FORGET IT.** YOU'RE ALREADY BOTTOM OF THE BARREL, KIDDO. COULDN'T DO NO WORSE.

WELL, IT WAS WORTH A SHOT.

**SHOT?** HEY, LARRY AT THE BAR'S GOT A KID MONROE'S AGE! I'LL UNLOAD THIS ON HIM. OUGHTA FETCH US A **COUPLE ROUNDS** AT LEAST!

I'LL GET MY COAT.

I GUESS I SHOULD'VE SEEN IT COMING.

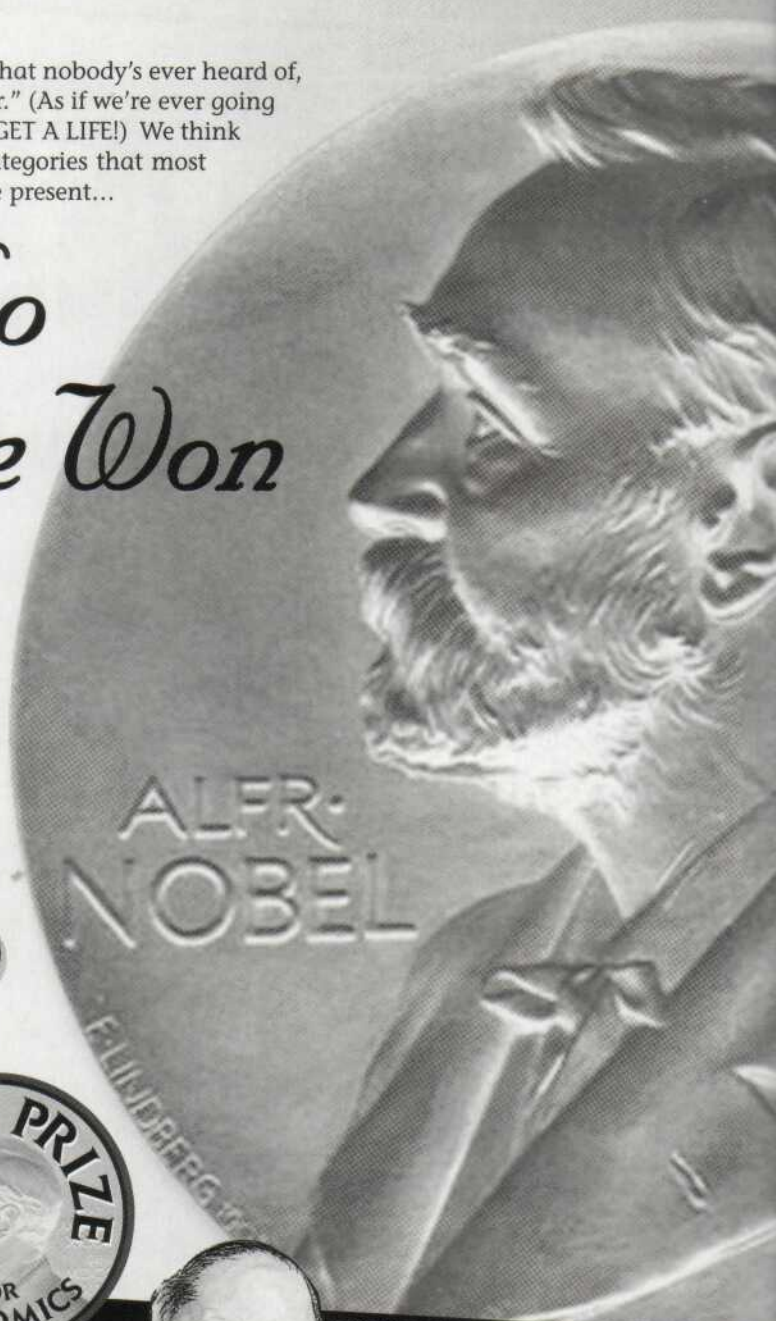
HELL, DIDN'T YOU EVEN SEE THE **INTRO?!**



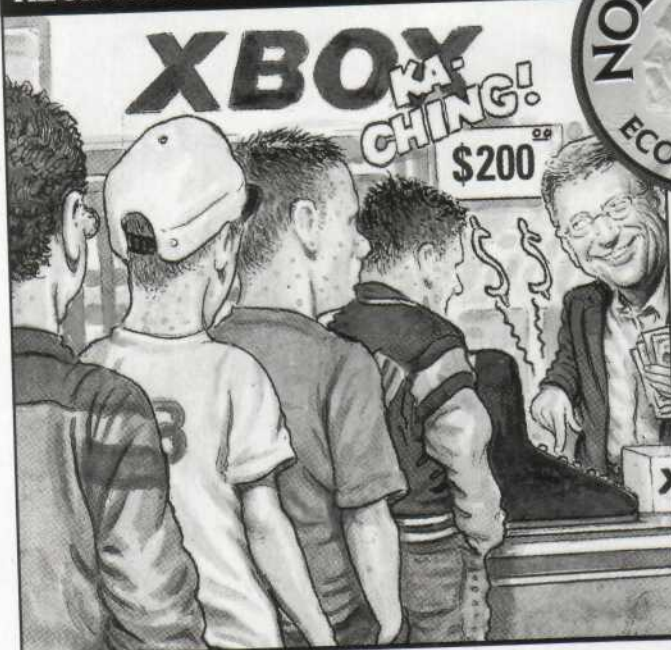


Every Fall, the Nobel Prizes are awarded to a bunch of geeks that nobody's ever heard of, for "achievements" like finding "a new way to observe matter." (As if we're ever going to need more than ONE way to observe matter? C'mon guys, GET A LIFE!) We think the Nobel committee should start recognizing people and categories that most of us actually care about. And it's with that in mind, that we present...

# People Who Should Have Won This Year's NOBEL PRIZES



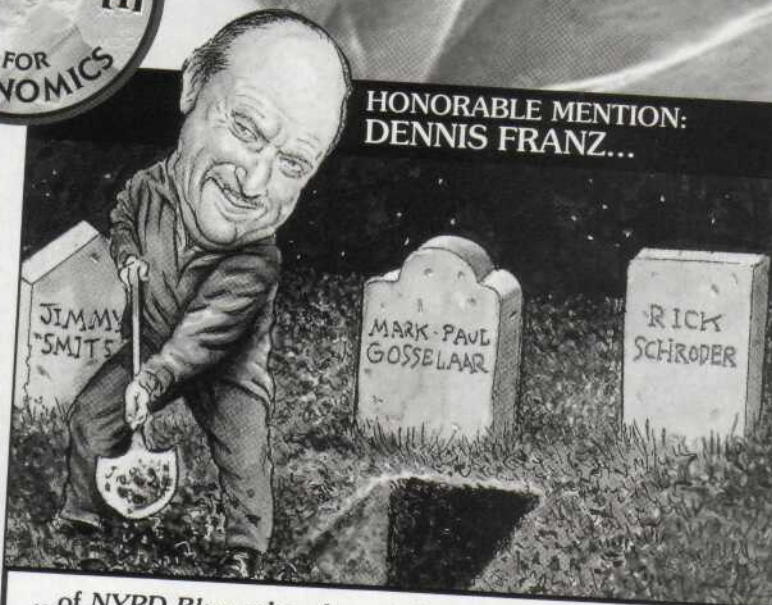
RECIPIENT: BILL GATES...



...for creating the Xbox and convincing Americans that their children need a \$200 video game system during a recession.



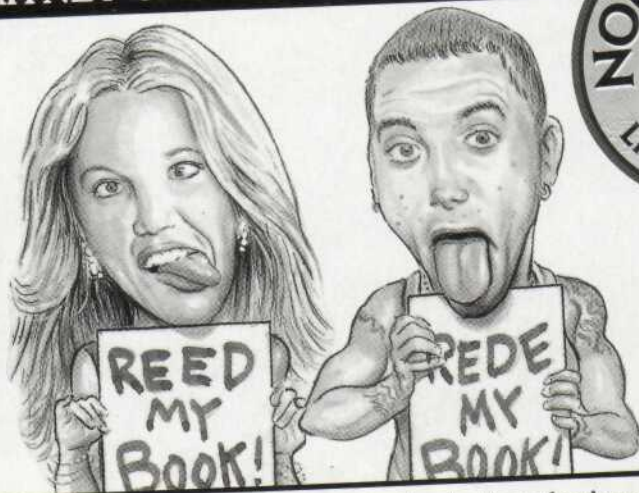
HONORABLE MENTION:  
DENNIS FRANZ...



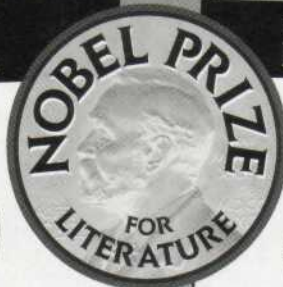
...of NYPD Blue, who, through his willingness to work with anybody, has enabled B-actor rejects from L.A. Law, Silver Spoons, and most recently, Saved By The Bell, to earn a living.



**RECIPIENTS:  
BRITNEY SPEARS AND EMINEM...**



...who, combined, have written more books than they've read.

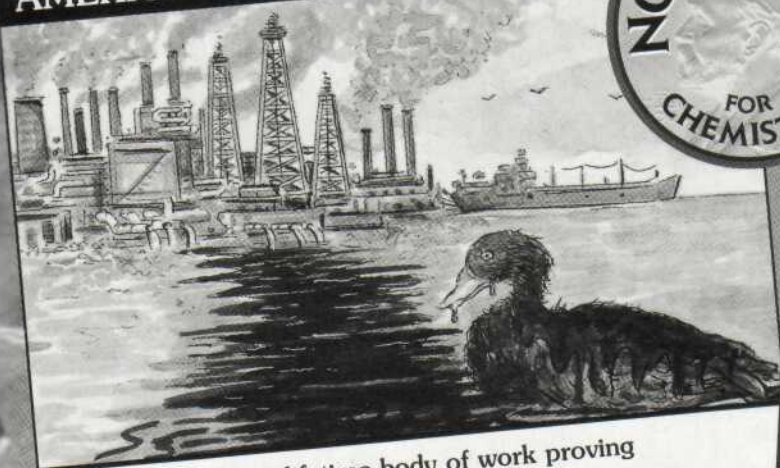


**HONORABLE MENTION:  
DR. PHIL MCGRAW...**

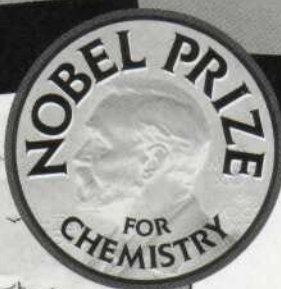


...who's managed to convince millions of women to buy his self-help books, despite the fact that his most high-profile patient, Oprah Winfrey, is an overweight woman with serious commitment issues.

**RECIPIENT:  
AMERICA'S OIL COMPANIES...**



...for a lifetime body of work proving that oil and water don't mix.



**HONORABLE MENTION:  
JENNIFER LOPEZ...**



...who, in conjunction with DuPont, developed a synthetic fabric capable of containing her ass.

**RECIPIENT:  
GERALDO RIVERA...**



...who, with his Afghani war coverage, united Republicans and Democrats, blacks and whites, and Christians, Jews and Muslims, in the affirmed belief that he is a complete jackass.



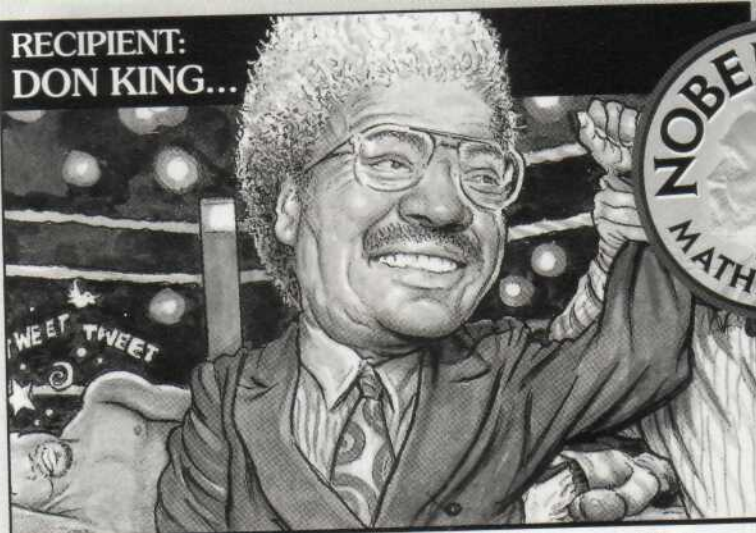
**HONORABLE MENTION:  
YASSER ARAFAT AND ARIEL SHARON...**



...for those two consecutive days last March when no Israelis or Palestinians killed each other.

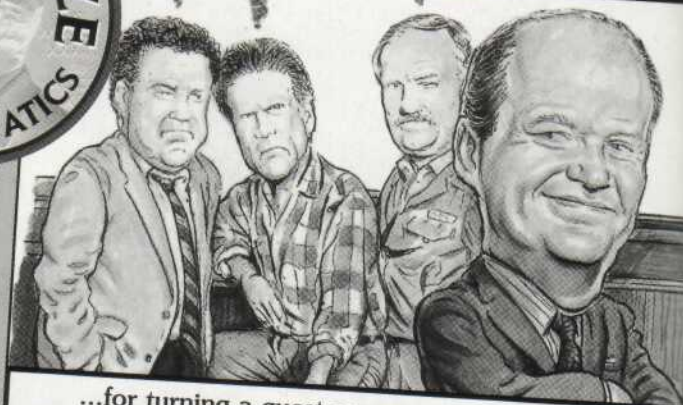


RECIPIENT:  
DON KING...



...for developing a unique formula that has enabled him to make more money on every fight he's ever promoted than both boxers combined.

HONORABLE MENTION:  
KELSEY GRAMMER...



...for turning a guest appearance on *Cheers*, almost 20 years ago, into a \$1.6 million-a-week gig.

RECIPIENT: JARED...



*The Great Jared  
Subway  
Swallower.  
Watch him make  
pounds disappear!*

...of Subway Sandwich fame, whose claim of losing hundreds of pounds and achieving optimum health by eating nothing but oversized, greasy heroes was questioned by no one.



HONORABLE MENTION: GLAXO...

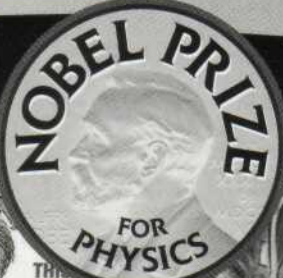


...who has managed to make "loose stools" a side effect of every one of the drugs it produces.

RECIPIENT:  
THE EDITORS OF MAXIM...



...for managing to create 300 magazine pages a month using no other subjects besides beer and models.



HONORABLE MENTION:  
THAT 300-LB. GUY...



...who always manages to jam himself into the coach seat right next to yours on coast to coast flights.



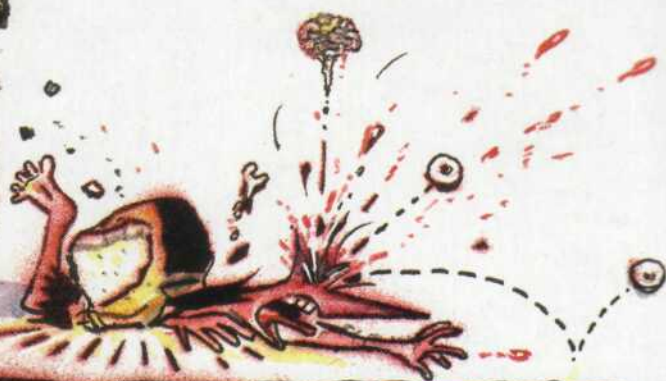
Ad







# SPX



ARTIST AND WRITER: PETER KUPER

KUPER



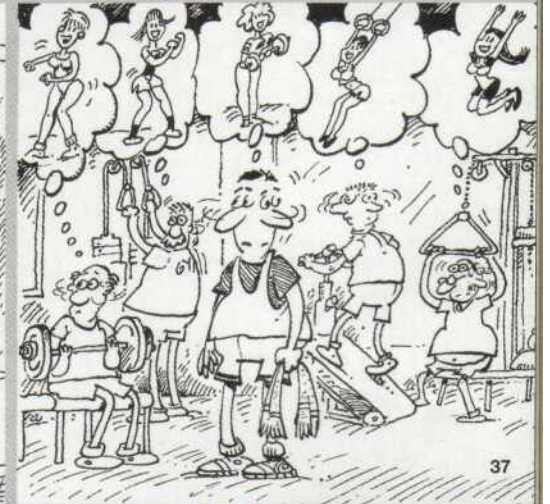
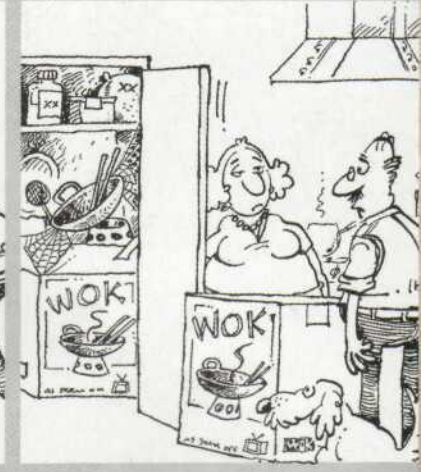


# A MAD LOOK AT





# ADVERTISING







Aracelis



Ad





**JENKINS** is insulted when she breaks up with him over the phone, rather than doing it in person.



**MELVIN** thinks that a flaming bag of dog crap and a ring of the doorbell say a lot more than mere words ever can.

# Melvin



# &



**JENKINS** is uncomfortable bumping into his ex-girlfriend on the street, but gets through the situation calmly and gracefully.



When he sees her coming the other way, **MELVIN** quickly wedges himself inside the nearest **USA Today** newspaper box.

# Guide to B R E



**JENKINS** misses having someone to walk alongside, to tell his troubles to, to share intimate moments with.



**MELVIN** doesn't know who the hell he's gonna get to tweeze that hairpatch on his back now.





**JENKINS** puts away all his photographs of happier days.



**MELVIN** posts his old snapshots online, but only after running them through his computer's Photoshop program first, to add nude torsos and more than a few animals.



## Jenkins'

ARTIST: KEVIN POPE

WRITER: DESMOND DEVLIN



**JENKINS** keeps wanting to phone her up, but realizes it's best that both of them get on with their new, separate lives.



**MELVIN**'s mailman pulls a shoulder muscle while delivering a June phone bill that separately lists 2,881 one minute "hang-up" calls.

## AKING UP



**JENKINS** throws himself, heart bruised but hopeful, back into the dating scene.



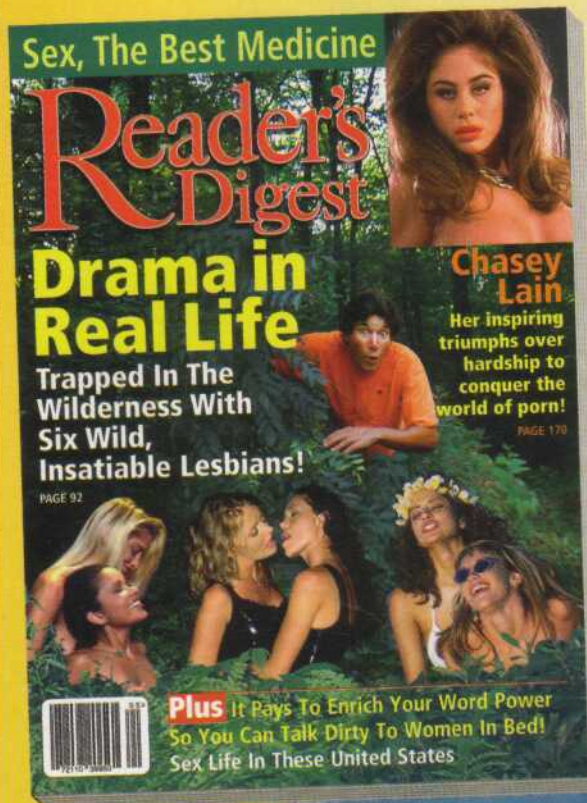
**MELVIN** thinks: "Well, back to Ginger!"



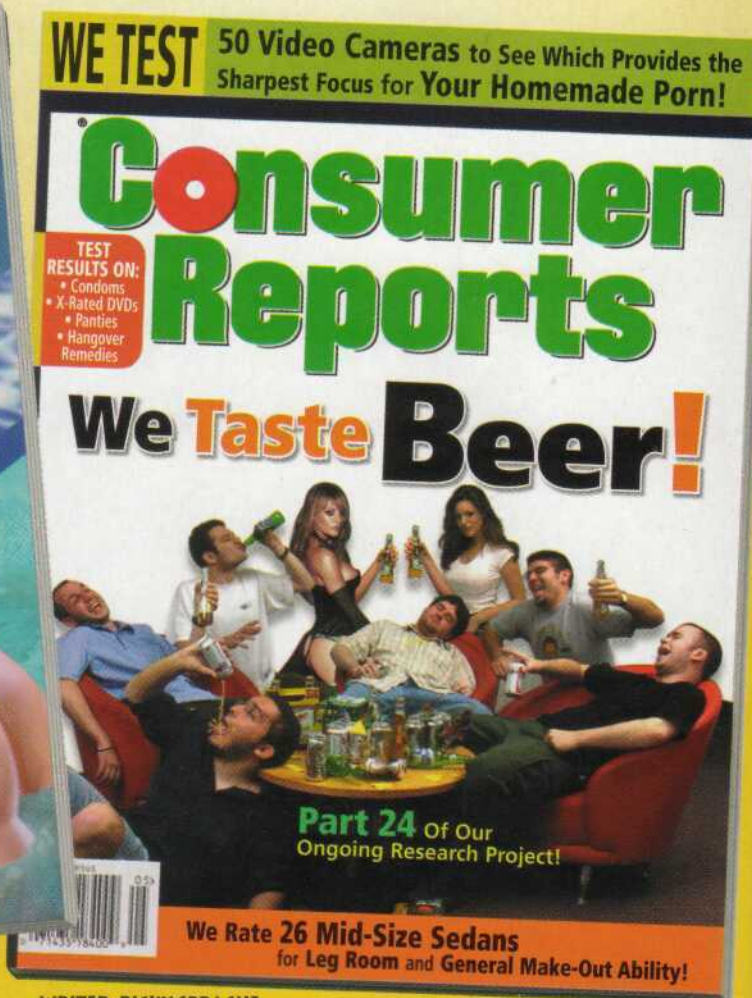
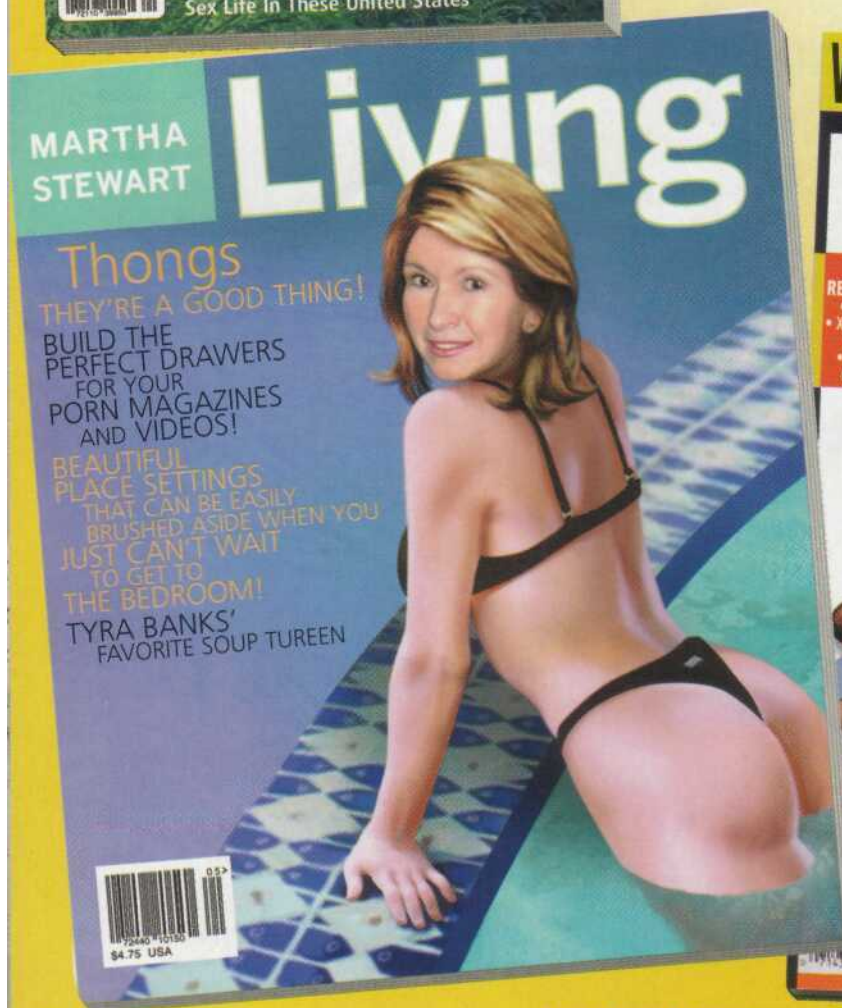




Maxim magazine has been one of the great success stories in publishing. Their formula is a simple one: write about sex, gadgets, sports, sex, beer and sex over and over again, month after month and watch your circulation soar. Well, like most successful things, sooner or later others come rushing in to "borrow" your approach and see if it might work for them, too. Which got us to wondering what it will be like...



# WHEN OTHER MAGAZINES FOLLOW **MAXIM's** "SEX, BEER & BABES" FORMULA FOR SUCCESS



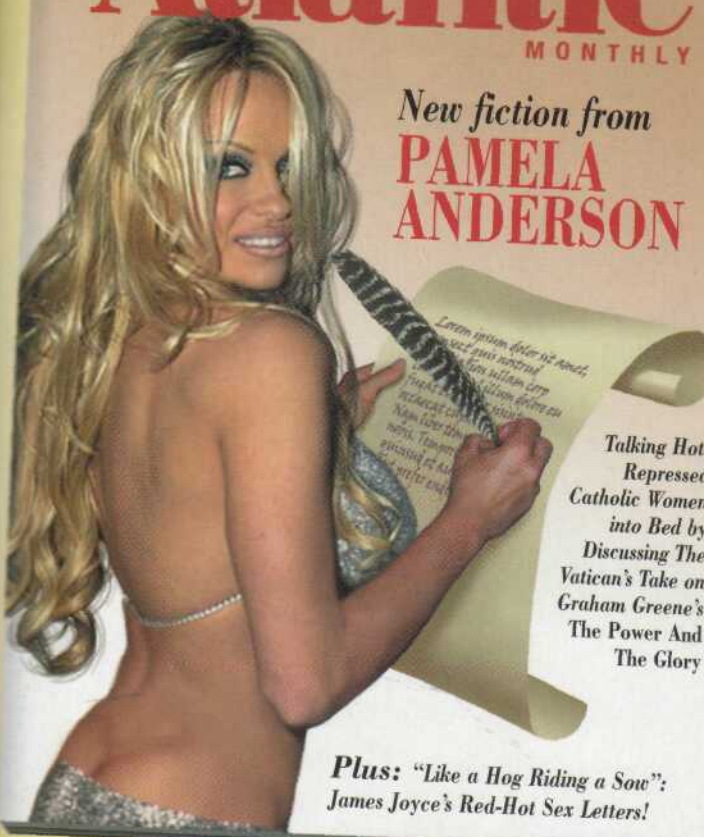


THE **Atlantic**  
MONTHLY

New fiction from  
**PAMELA  
ANDERSON**

*Talking Hot,  
Repressed  
Catholic Women  
into Bed by  
Discussing The  
Vatican's Take on  
Graham Greene's  
The Power And  
The Glory*

Plus: "Like a Hog Riding a Sow":  
James Joyce's Red-Hot Sex Letters!



TECHNOLOGY: WHY SIZE DOES MATTER! • HOW QUANTUM PHYSICS WILL CHANGE THE RULES OF PRO WRESTLING!

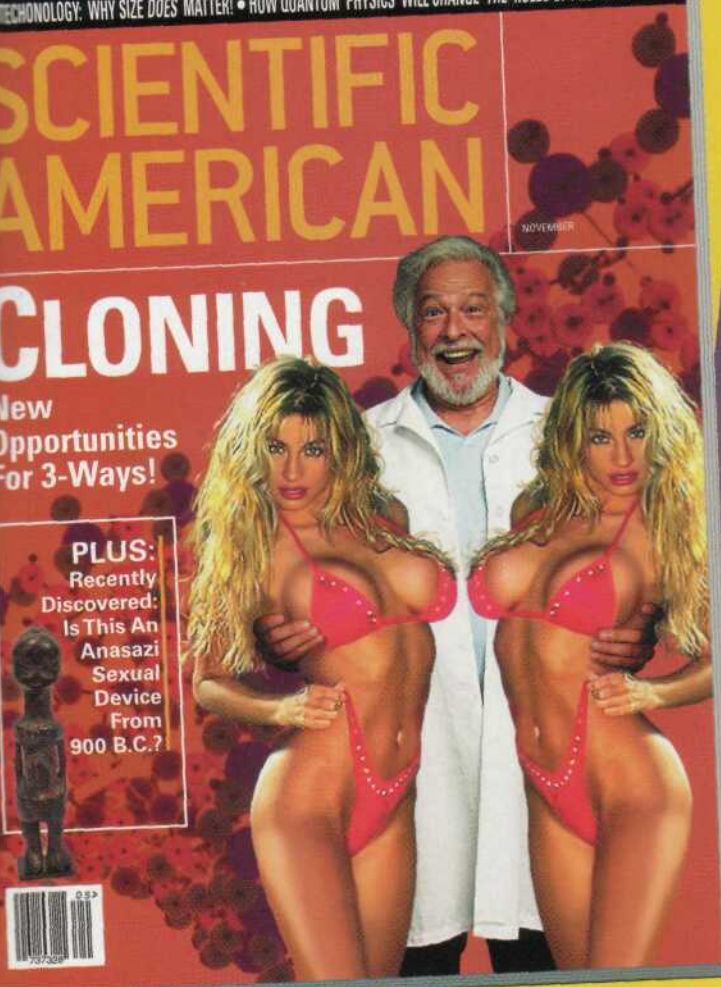
**SCIENTIFIC  
AMERICAN**

NOVEMBER

**CLONING**

New  
Opportunities  
For 3-Ways!

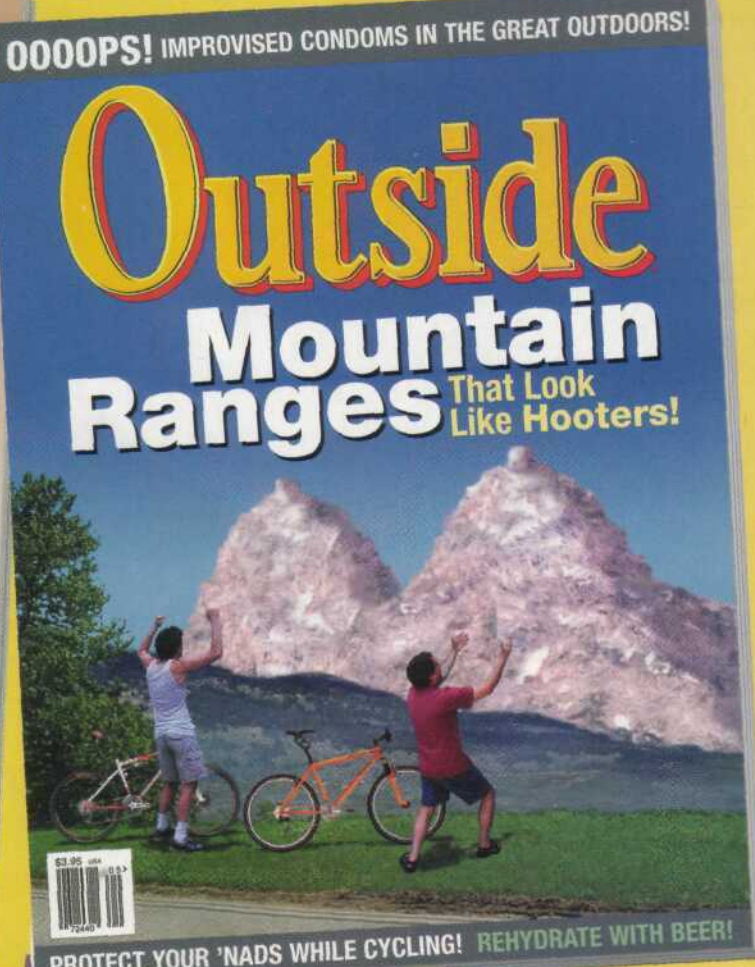
PLUS:  
Recently  
Discovered:  
Is This An  
Anasazi  
Sexual  
Device  
From  
900 B.C.?



0000PS! IMPROVISED CONDOMS IN THE GREAT OUTDOORS!

**Outside  
Mountain  
Ranges** That Look  
Like Hooters!

PROTECT YOUR 'NADS WHILE CYCLING! REHYDRATE WITH BEER!



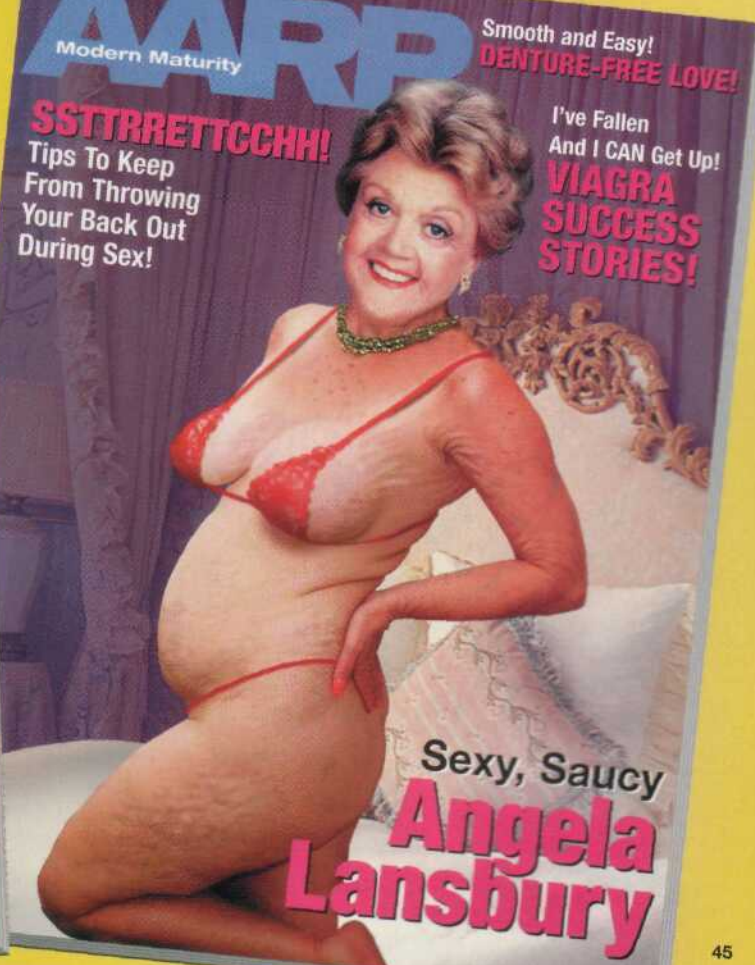
**AARP**  
Modern Maturity

Smooth and Easy!  
DENTURE-FREE LOVE!

SSTTRRETTTCHH!  
Tips To Keep  
From Throwing  
Your Back Out  
During Sex!

I've Fallen  
And I CAN Get Up!  
**VIAGRA  
SUCCESS  
STORIES!**

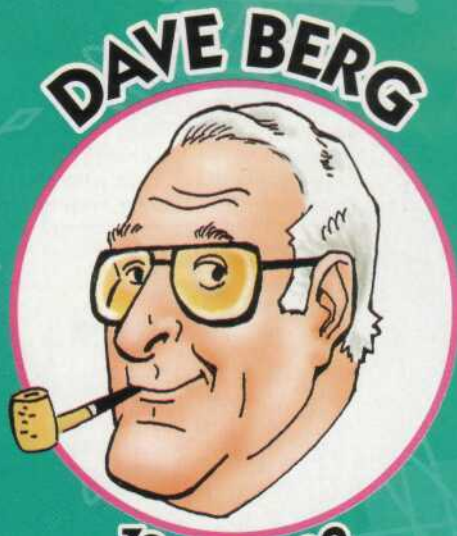
Sexy, Saucy  
**Angela  
Lansbury**







# The Lighter Side of...



1920-2002

**THANKS FOR 45 YEARS OF MADNESS!**

ARTIST AND WRITER: DAVE BERG

COLORIST: DIGITAL CHAMELEON

## RELATIONSHIPS

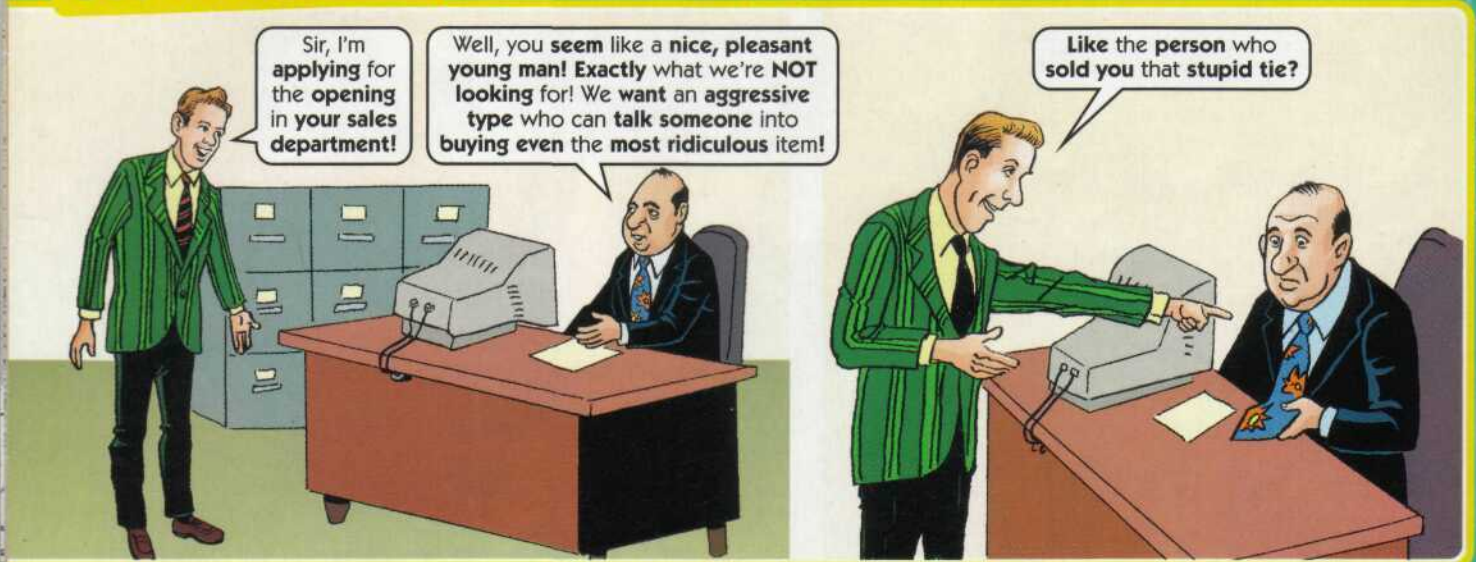


## COMMUNICATION





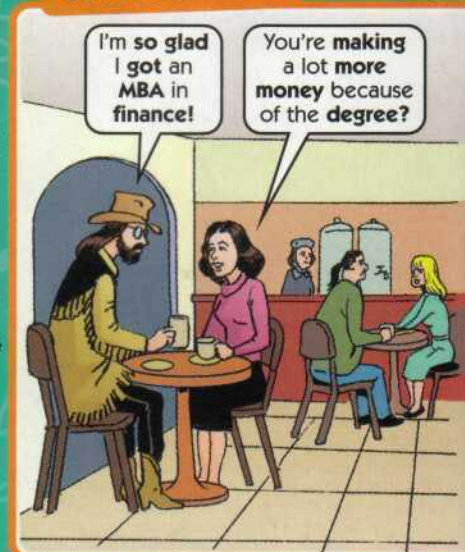
## JOB INTERVIEWS



## SENSITIVITY



## EXPERTISE



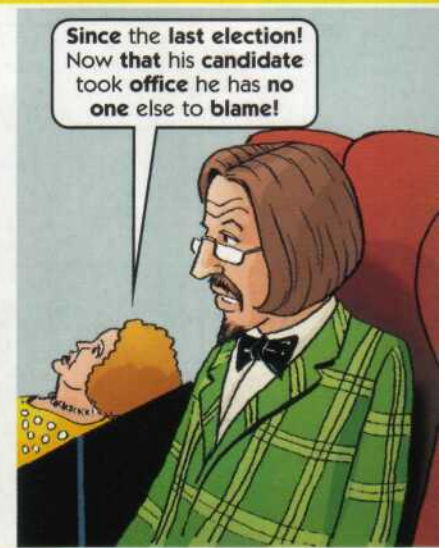
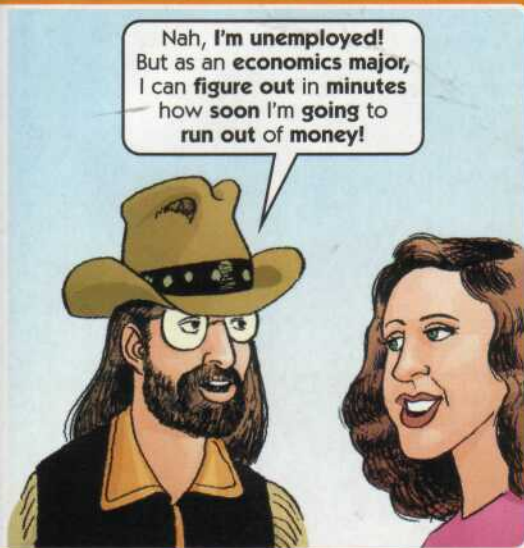
## LUNCH







## THERAPY

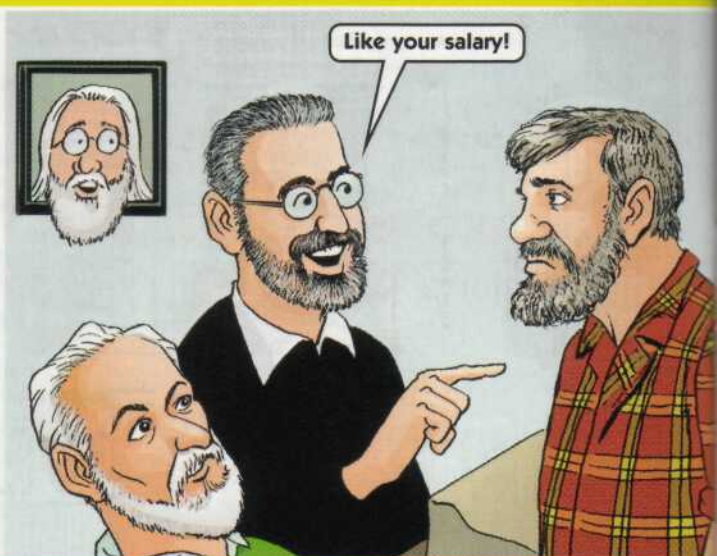
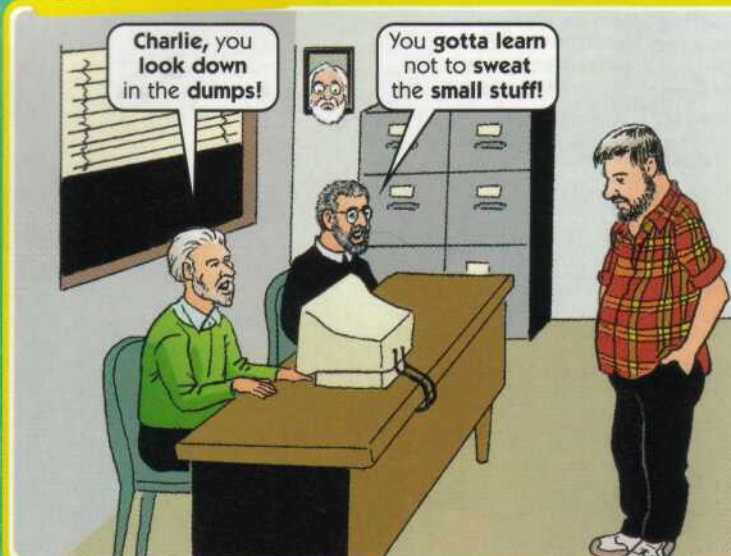


## SURPRISES





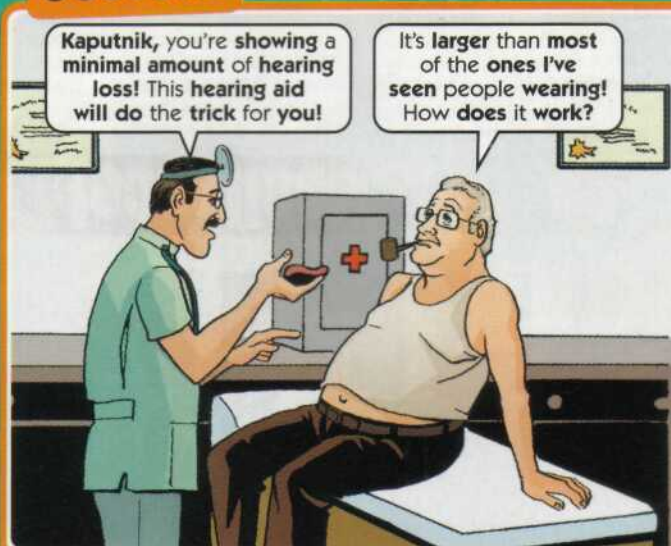
## THE OFFICE



## DEDICATION



## DOCTORS





# Cents-Less Coupons

Your money-saving circular

*Surprise!*  
That's **NOT** Meat!  
It's Mulch, Mulch More.

**Taste familiar? It should.**

Your old comic books are in there. So's your baseball card collection. (Thanks, Mom!) Grass clippings, too. And so's the oak that came down in that storm last March and blocked the street until a road crew could get out with a chainsaw and a wood chipper! It's *all* in there, plus a lot more. With Fiber Burger, a meatless patty made from recycled materials isn't pulp fiction anymore.



# Fiber Burger

85% Post-Consumer Content

100% Delicious

**TRY ALL 4 VARIETIES!**

MANUFACTURER'S COUPON

NOT REDEEMABLE

## Save \$1.00

on any variety of *Fiber Burger*

**TO THE CONSUMER:** This coupon is good on any purchase of FIBER BURGER Recycled Meal Patties. Any other use constitutes fraud. It's a frickin' coupon! What else are you going to do with it?! Pay off a gambling debt? Re-paper the bedroom? Collect your dry-cleaning? Listen, pal, it's not worth it. You've worked too hard to get where you are to throw it all away like this. Think of your family, man! There's people out there who care about you! It doesn't have to end this way. C'mon, now, drop the coupon. That's it. Nice and slowly...Okay, Becker, MOVE IN NOW! GO GO GO!



Hickory Newsprint



Pepper Maché



Spicy Cardboard  
& Crabgrass



Kinko's™ Smokehouse



**NEW!**

*"I used to have to threaten to put the cat to sleep before the kids would clean the litter box. Now they can't wait to do it!"*

# FUNCLUMPS™

**SHAPE-CLUMPING CAT LITTER**

**Eliminates Odor!  
Reduces Tracking!  
Clumps Urine Into Fun Shapes!**



MFR COUPON EXPIRES NOW

**FUNCLUMPS™**  
**\$1 OFF**  
**Shape-Clumping Cat Litter**

Monsey, NY, Greyhound Station 7/2 —  
Me: Short, dumpy, bad skin, big wet sweat stains under my smelly armpits. You: Gangly, stringy hair, whorish make-up. Our eyes met as you were picking your nose. I wanted to say something, but I had a mouth full of stale cheese and crackers. Brunch? 555-1267





# YOU'RE ONE OF A KIND.

Why take a daily supplement made for everyone else?

## Vita-Mal

MULTI VITAMIN & MINERAL DAILY SUPPLEMENT

has the right combination of vitamins and minerals for your unique personality.

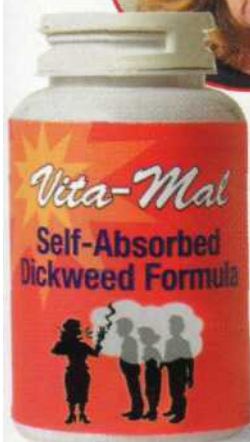
MFR COUPON

VOID WHERE INHIBITED

### SAVE 75¢

on any variety Vita-Mal Daily Supplement

9 pm: LOVE BOAT (comedy) — 1. An ad exec (Peter Graves) falls in love with his client (Nipsy Russell). 2. Julie (Lauren Tewes) finds romance at the Midnight Buffet with a carrot. 3. Newlyweds (Caesar Romero, Mackenzie Phillips) have trouble enjoying their honeymoon while heaving over the ship's side and on April Lopez (Charo).



## Turn Snack Time into Thanksgiving with



Specially bred bite-size turkeys are **BIG** on taste!

Now with quick & easy recipes — and illustrated Heimlich Maneuver on every box!

MFR COUPON

EXPIRES WITHOUT WARNING

### SAVE 50¢

on one 22-ounce package of Windpipe Lodge™ Mini-Turkeys

RETAILER: Doesn't it just kill you to take 50¢ off this crook's grocery bill, especially since she ate about a half-pound of grapes in the produce section and isn't even buying any fruit?! And what happened to that box of animal crackers her brat was chomping on as she shopped? It's not on the conveyer belt here, is it? Yeah, two months from now you'll find the half-empty box stashed behind a can of soup in aisle 3. And wasn't she looking at men's razors? For like ten minutes? Those things are expensive, and she's not buying any. You know they're in her purse. And this is someone who drove up in a brand new Lexus. Aah, well whaddaya gonna do? Screw it: Give the kid who rounds up the carts five bucks to plow a whole train of them into her car next time she shops here.





**A Marriage Made In Heaven!**  
And you thought they'd never get together!

**DENTA-FROST**

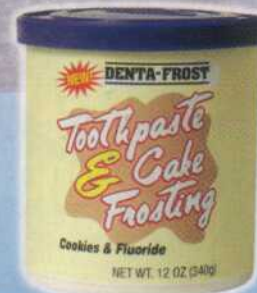
**Toothpaste  
& Cake  
Frosting**

**NEW!**

**So Sweet  
it Hurts  
Your  
Teeth—  
While  
CLEANING  
Them!\***

\*Clinically proven to fight  
cavities while causing them.  
(ADA Report, 3/2002)

**TRY ALL  
FIVE  
ANTISEPTIC  
VARIETIES!**



MANUFACTURER'S COUPON

NOT VALID IN AMERICA

**SAVE 25¢**

when you buy any flavor

**DENTA-FROST Toothpaste & Cake Frosting**

Retailer: Please settle a bet. I say Marla Gibbs replaced Esther Rolle as the housekeeper on *Maude* after she left the show, but my husband insists it was Bruce Vilanch. Who's right? There's a steak dinner riding on your answer.



# NEW!



## 9.0

### SIGN UP NOW!

(So you'll have something to upgrade from when we introduce AOL 10.0 in two weeks!)

### 1000 HOURS FREE

(Which must be used during the first day after sign up!)



## LOOK AT ALL THESE NEW AOL 9.0 FEATURES!

- ▲ People who use smiley faces in chat rooms will be immediately bumped offline!
- ▲ The Little AOL Man on the sign-on screen now does The Macarena while you're waiting to connect!
- ▲ New foolproof "anti-pedophile" measures (every chat room entrant must click on the "I am not a pedophile" button first)!
- ▲ The first new AOL version *not* to pester you every 5 minutes to upgrade to the *next* version!
- ▲ A full 0.00029% fewer ads "pop up" over whatever screen you're trying to look at!
- ▲ Easy access to our extensive database of clever retorts and comebacks to use whenever you get ridiculed about still being an "America Online sucker"!



- ▲ The pesky "bug" that prevents retrieval of stock quotes for AOL Time Warner on days it goes down is nearly fixed!
- ▲ "Teasers" on welcome screen now lead you to actual content in *under* 5 hyperlinks!
- ▲ We now give you a 3-second warning before knocking you offline for no reason!
- ▲ "You've got mail" greeting now categorized for your convenience with additional "You've got junk mail" greeting... "You've got virus-spreading mail" greeting...and "You've got craploads of mail from porno websites all because of that one you visited last week" greeting!



Pick up your AOL 9.0 disc now. There's one bound inside every copy of every magazine printed in the last two months! Or pick up a copy at your favorite bookstore. Or coffee shop, bar, liquor store, library, bookie joint, hardware store, sex shop, brothel, funeral home, nursery, bakery, hot dog cart, pet store, mink farm, lumber yard, nail salon, trout stream or NASA space station! Why, there's probably a 9.0 disc in your mailbox right now. Maybe even a *bunch* of 9.0 discs in your mailbox right now! And dozens more in just about every trash bin in America! Or you can send for one. We've made two AOL 9.0 discs for every living person on the planet. Plus some extras!

A MAD  
AD PARODY

WRITER: MIKE SNIDER



Ad

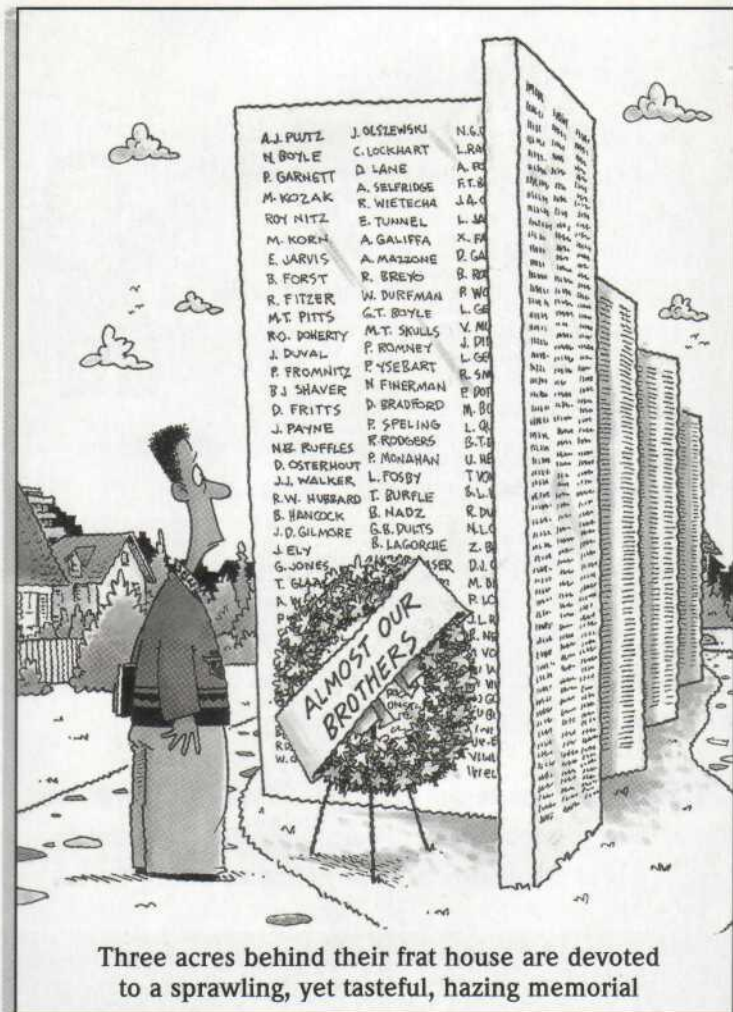
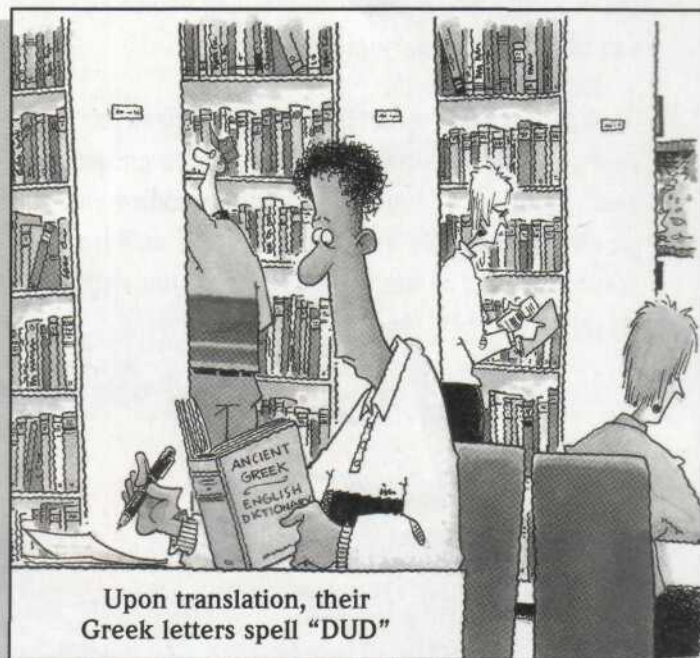




Okay smart guy, you somehow managed to get yourself into college. Your parents have coughed up the first year's tuition and you're matriculating up to your eyeballs. Just one problem: Your social calendar is on life support. You suck at intercollegiate sports and the "Future CPAs of America" club has not exactly been a doorway to meeting those babes that you always drool over in the *Coeds Gone Wild* video. What to do? Well, it's obvious you need to find an on-campus fellowship of Greek brotherhood—a collection of good-hearted, fun-loving lads joined together at the liver. Come on, you're familiar with the classics, you've seen *Animal House*. As you check out what's available at your school, make a note to thank us later for preparing this invaluable crib sheet detailing...

# THE DISTINGUISHING WARNING SIGNS OF A CRUMM FRATΣ

ARTIST AND WRITER: JOHN CALDWELL







Two words that ought  
to send up a red flag:  
jockstrap raids



The big fraternity secret you've pledged to carry  
to your grave turns out to be a bundt cake recipe



You, thankfully, discover early on that instead  
of a handshake they have a secret soul kiss



The word on campus is that  
their toga parties are great places  
to find deals on Tupperware



The only drinking game they ever play is called "Here Comes the Comet For Us"





Imagine a world where people's thoughts can be read, and they can be arrested before they even have a chance to commit a crime! Now, if the hacks who made this movie lived in that world, they would have been locked up long before they conned innocent moviegoers into wasting their hard-earned money on a cinematic scam like...

# MINO

I'm Yawn Anacin! I'm the Chief of the Pre-Slime Unit! We stop crimes before slimeball criminals commit them! We do it by analyzing the imagery culled from our psychic pre-clods! Of course, about 40% of the people we've captured are probably innocent, because the software needed to translate those psychic thoughts into electronic images was developed by Microsoft! But Microsoft says a 40% error rate is as close to perfection as they've ever gotten!

Morning, men! I'm Damn Witless, an official from the Department of Justice! I'm here for two official reasons! One is to officially observe what goes on, to make sure there are no flaws in the Pre-Slime Unit! The other is to pretend like I'm the bad guy, the guy who is secretly trying to bring this whole Unit down! In other words, I'm the official red herring!



I hate laying here in this tank! You'd expect us to be floating in some kind of nutritional brain fluid, but we're not! I'll give a clue as to what this stuff really is! We never, ever, get bathroom breaks! NOW do you understand why I hate laying here?



# RITY RETORT

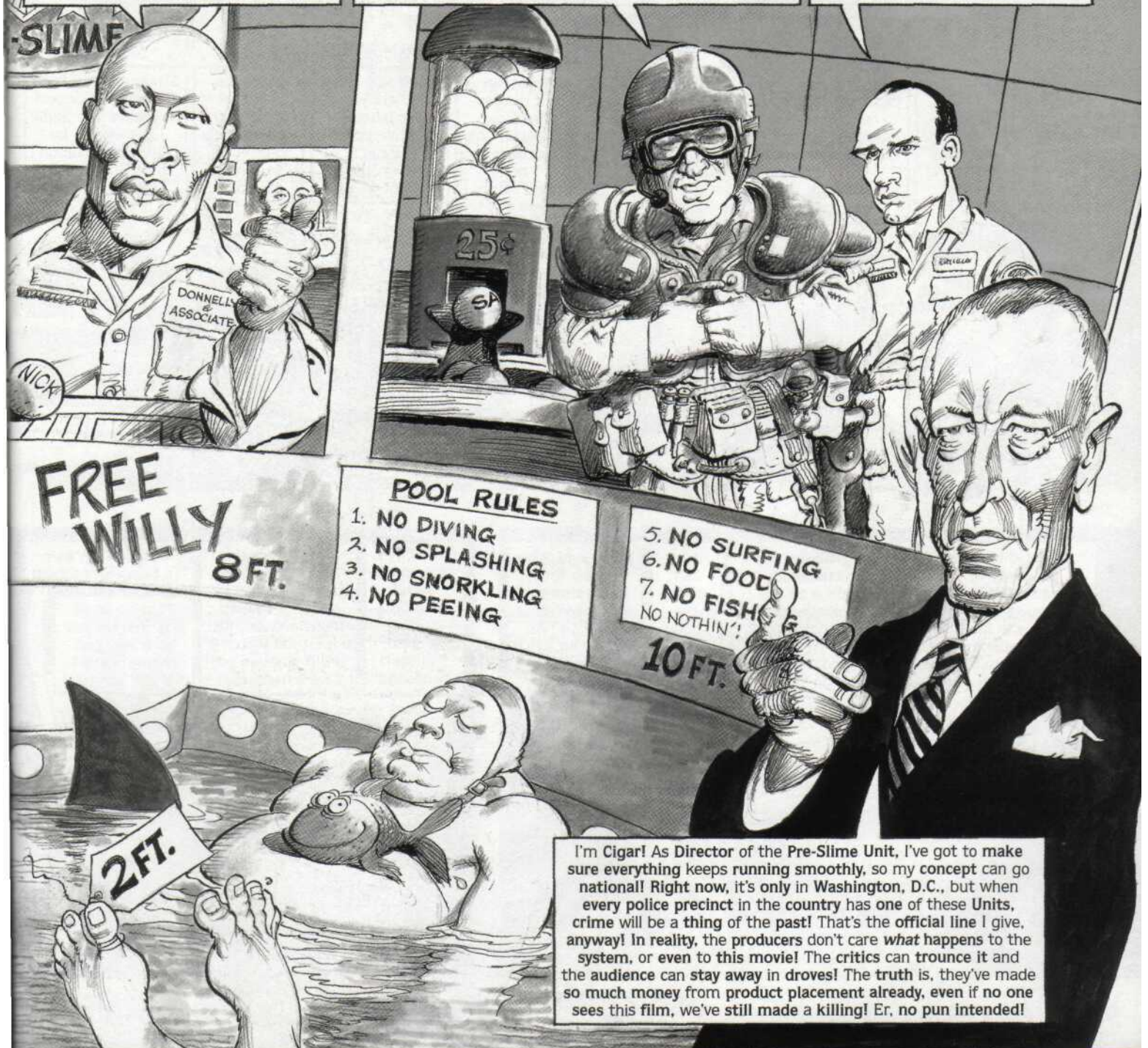
ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

We'll still explain how the Pre-Slime Unit works! Once a pre-clod predicts a crime, their thoughts are recorded onto memory chips, and the name of the perpetrator is engraved on a ball...an eight ball, which comes down this chute! When the pre-clods aren't predicting crimes, we use their brain power to foresee the winning lottery numbers — and those balls come down *this* chute!

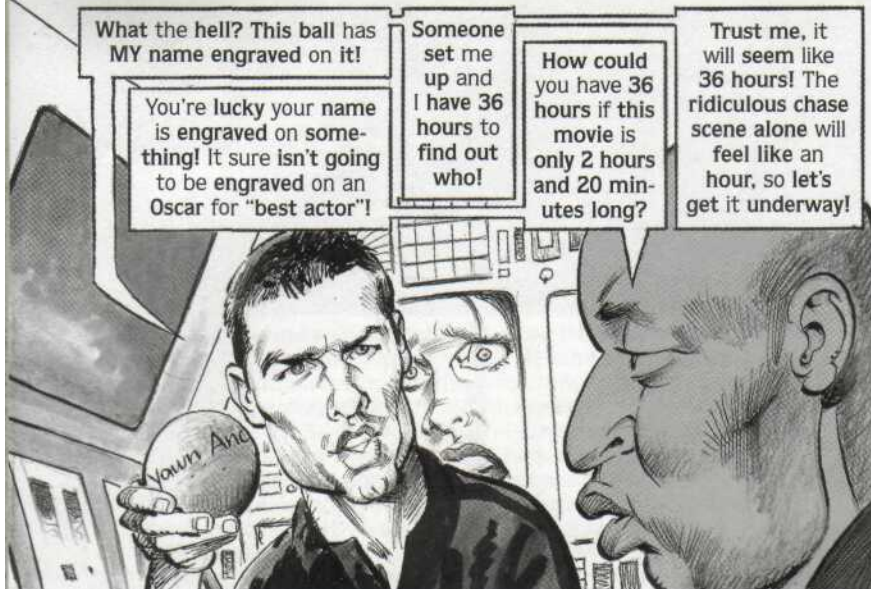
After we examine evidence from the pre-clods, we fan out through the city to capture the would-be killers! Sometimes, when the pre-clods don't come up with any names, we write the names of people we don't get along with on the balls and go out and capture them! It's great fun! Since they don't know they're gonna commit a crime, we could just walk in through the front door and capture them, but for some unexplained reason, it's absolutely mandatory that we smash through the roof and swing into the room on ropes to grab them!

There hasn't been a single murder in this town for six years! Every citizen in Washington, D.C. is proud of the Pre-Slime Unit! Except of course, the Federation of Funeral Directors and Grave Diggers! They're the ones picketing outside! They're pushing for a return to crime so they can start making some real bucks again!



I'm Cigar! As Director of the Pre-Slime Unit, I've got to make sure everything keeps running smoothly, so my concept can go national! Right now, it's only in Washington, D.C., but when every police precinct in the country has one of these Units, crime will be a thing of the past! That's the official line I give, anyway! In reality, the producers don't care *what* happens to the system, or even to this movie! The critics can trounce it and the audience can stay away in droves! The truth is, they've made so much money from product placement already, even if no one sees this film, we've still made a killing! Er, no pun intended!





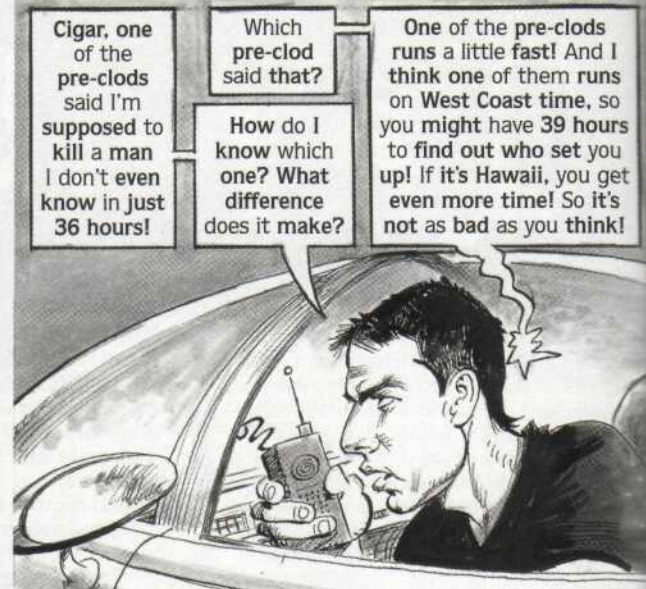
What the hell? This ball has MY name engraved on it!

You're lucky your name is engraved on something! It sure isn't going to be engraved on an Oscar for "best actor"!

Someone set me up and I have 36 hours to find out who!

How could you have 36 hours if this movie is only 2 hours and 20 minutes long?

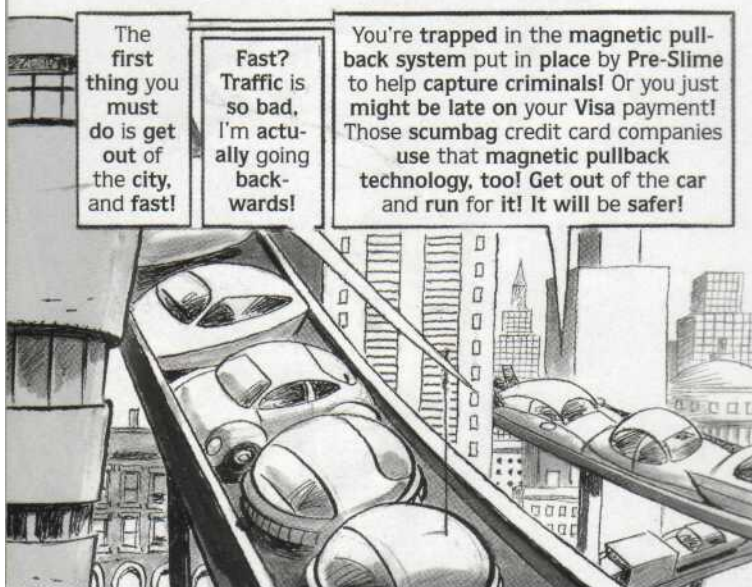
Trust me, it will seem like 36 hours! The ridiculous chase scene alone will feel like an hour, so let's get it underway!



Cigar, one of the pre-clods said I'm supposed to kill a man I don't even know in just 36 hours!

Which pre-clod said that? How do I know which one? What difference does it make?

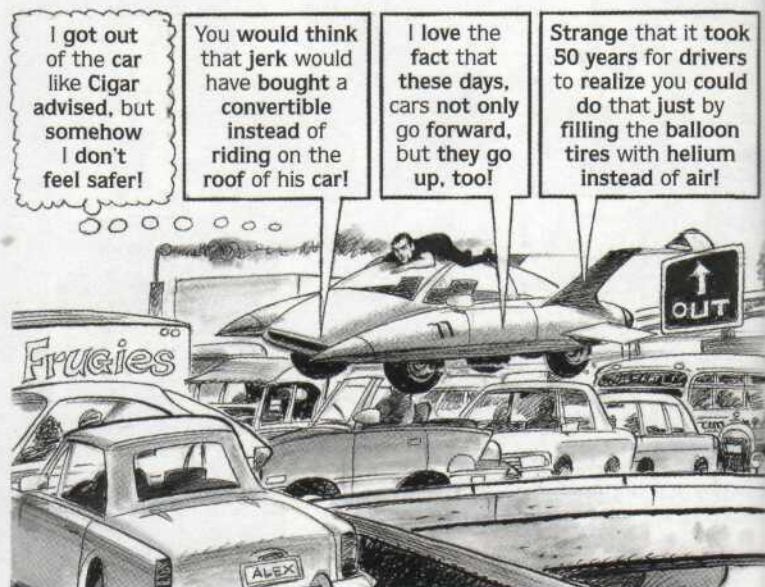
One of the pre-clods runs a little fast! And I think one of them runs on West Coast time, so you might have 39 hours to find out who set you up! If it's Hawaii, you get even more time! So it's not as bad as you think!



The first thing you must do is get out of the city, and fast!

Fast? Traffic is so bad, I'm actually going backwards!

You're trapped in the magnetic pull-back system put in place by Pre-Slime to help capture criminals! Or you just might be late on your Visa payment! Those scumbag credit card companies use that magnetic pullback technology, too! Get out of the car and run for it! It will be safer!

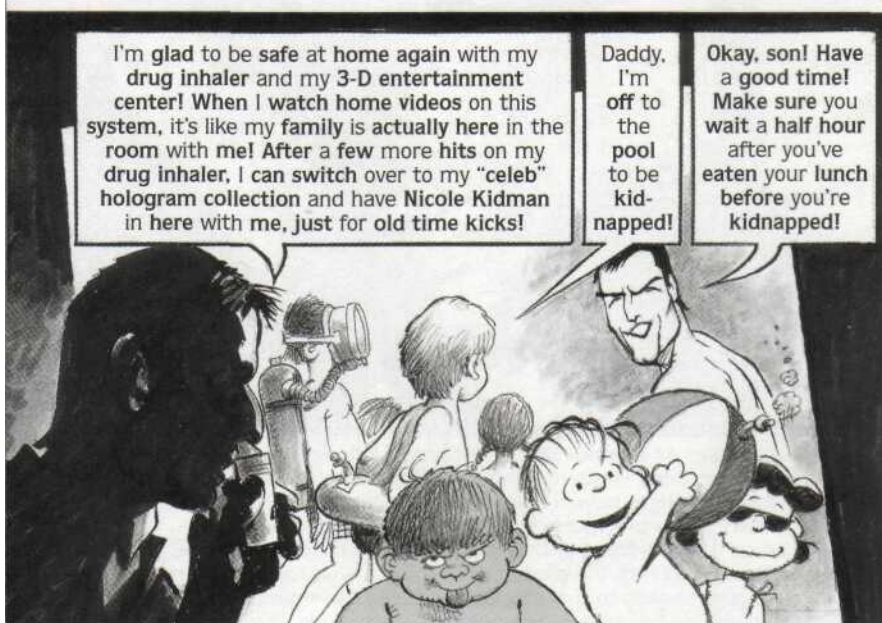


I got out of the car like Cigar advised, but somehow I don't feel safer!

You would think that jerk would have bought a convertible instead of riding on the roof of his car!

I love the fact that these days, cars not only go forward, but they go up, too!

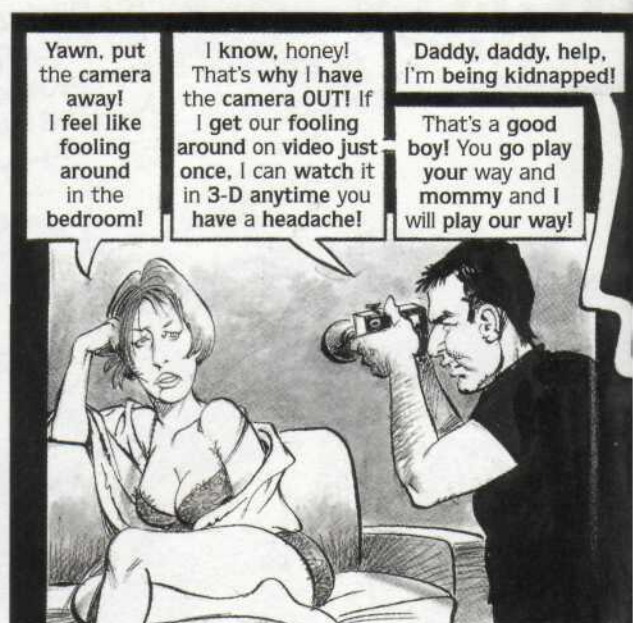
Strange that it took 50 years for drivers to realize you could do that just by filling the balloon tires with helium instead of air!



I'm glad to be safe at home again with my drug inhaler and my 3-D entertainment center! When I watch home videos on this system, it's like my family is actually here in the room with me! After a few more hits on my drug inhaler, I can switch over to my "celeb" hologram collection and have Nicole Kidman in here with me, just for old time kicks!

Daddy, I'm off to the pool to be kidnapped!

Okay, son! Have a good time! Make sure you wait a half hour after you've eaten your lunch before you're kidnapped!



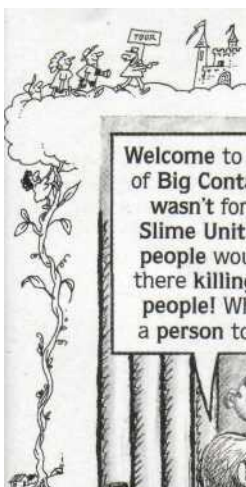
Yawn, put the camera away! I feel like fooling around in the bedroom!

I know, honey! That's why I have the camera OUT! If I get our fooling around on video just once, I can watch it in 3-D anytime you have a headache!

Daddy, daddy, help, I'm being kidnapped! That's a good boy! You go play your way and mommy and I will play our way!







Welcome to the Bureau of Big Containers! If it wasn't for the Pre-Slime Unit, all these people would be out there killing innocent people! What drives a person to murder?

Your crappy organ playing for one! And your smug attitude for another! You're not the person I'm supposed to murder, but it's not a bad idea!

Why are you here?

Just to show people how far the justice system has come in 50 years! Now, instead of locking people up in a dark, cement cell, we submerge them in liquid and give them plenty of mood lighting!

What do they make in this factory?

They don't make anything! It's an assembly line for turning out routine cinematic action chases! See, in that assembly line, Tom Cruise is escaping the riveting machines and in this line, Natalie Portman from *Star Wars* is escaping molten iron!

So you invented the pre-clods?

Not intentionally! It was an experiment that went wrong!

I understand you were trying to reprogram heroin addicts with drug-deluded brains, and you accidentally came up with the pre-clods!

Actually, I was crossing a geranium with a petunia, and I accidentally came up with the pre-clods!

My God, now that is an experiment that *truly* went wrong!

The pre-clods are never wrong! They are 100% correct... about 90% of the time!

100% correct, 90% of the time? How in the world can that be considered a fool-proof system?

It's a government project, so it's close enough! Besides, they don't care! Do you care? I don't care!

I don't trust back alley doctors, but I'm in a jam! You do know what you're doing, right, doc?

Absolutely! I may have lost my license, but I keep up on every medical procedure! Get up on the table! You're here for an abortion, right?

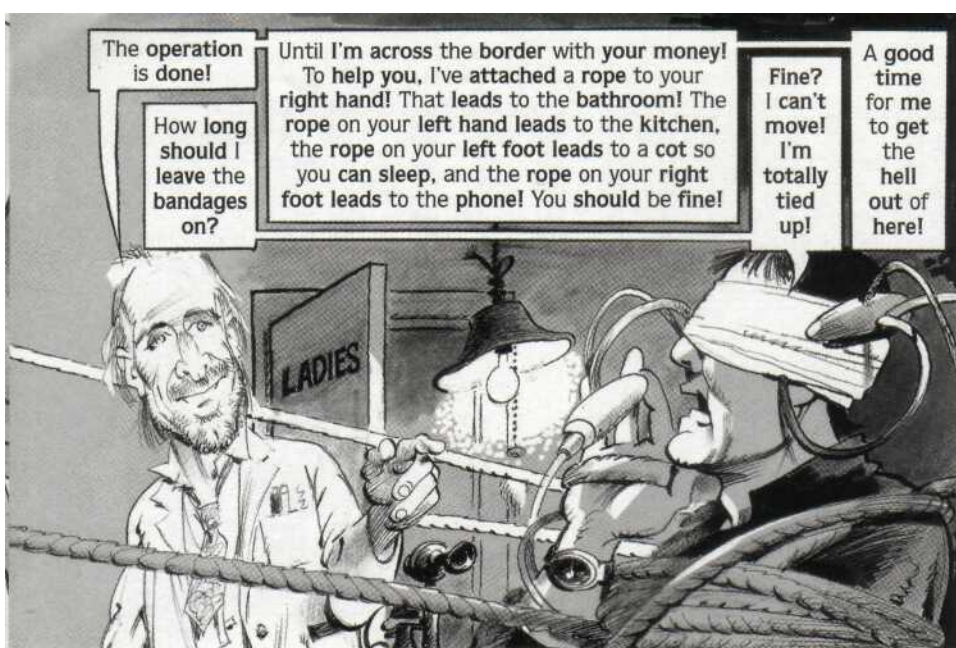
Pre-Slime is tracking me! Their robot spiders will recognize my eyes and turn me in, so I need to swap them for another pair!

No problem! Want an extra set for the back of your head, so you'll have hindsight, too? You should know, a new pair of eyes don't come cheap! They'll cost you an arm and a leg!

You have brass balls to charge me so much!

Hey, for a few bucks extra, you can have brass balls, too!





The operation is done!

How long should I leave the bandages on?

Until I'm across the border with your money! To help you, I've attached a rope to your right hand! That leads to the bathroom! The rope on your left hand leads to the kitchen, the rope on your left foot leads to a cot so you can sleep, and the rope on your right foot leads to the phone! You should be fine!

Fine? I can't move! I'm totally tied up!

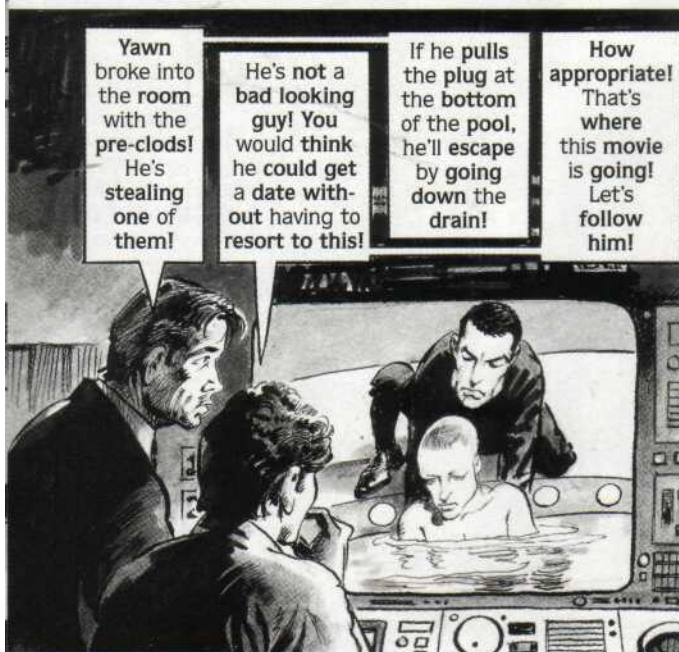
A good time for me to get the hell out of here!



Everybody stay still! Pre-Slime has released their electronic spiders to give us retinal scans!

They scare me, mommy!

Don't worry, sweetheart! They won't hurt us! I have Black Flag Electronic Spider Motels all over the apartment!



Yawn broke into the room with the pre-clods! He's stealing one of them!

He's not a bad looking guy! You would think he could get a date without having to resort to this!

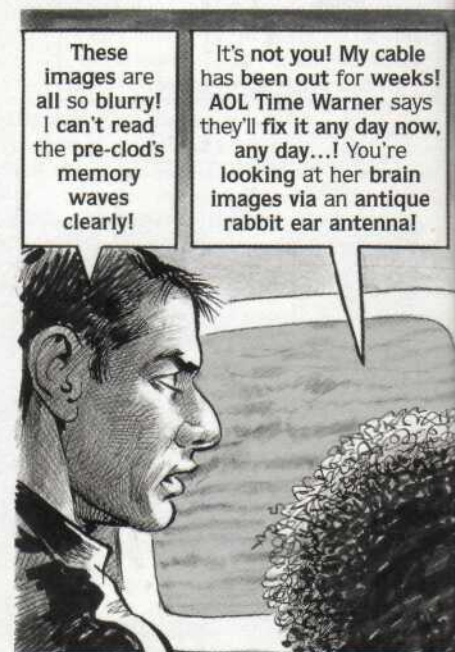
If he pulls the plug at the bottom of the pool, he'll escape by going down the drain!

How appropriate! That's where this movie is going! Let's follow him!



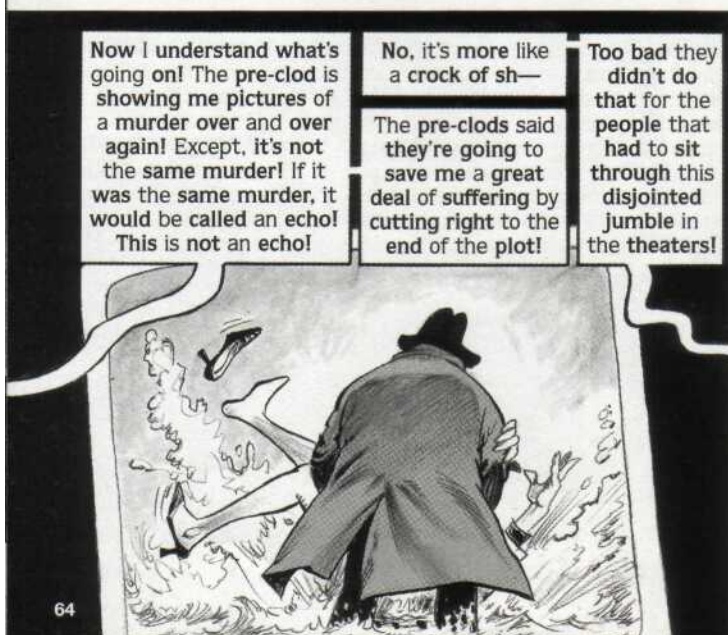
Wire her up! I want to see what's in her brain! I have to warn you though, they might be violent, creepy, bizarre images! Are you sure you want to watch?

Want to watch? Hell, I'll PAY to watch!



These images are all so blurry! I can't read the pre-clod's memory waves clearly!

It's not you! My cable has been out for weeks! AOL Time Warner says they'll fix it any day now, any day...! You're looking at her brain images via an antique rabbit ear antenna!

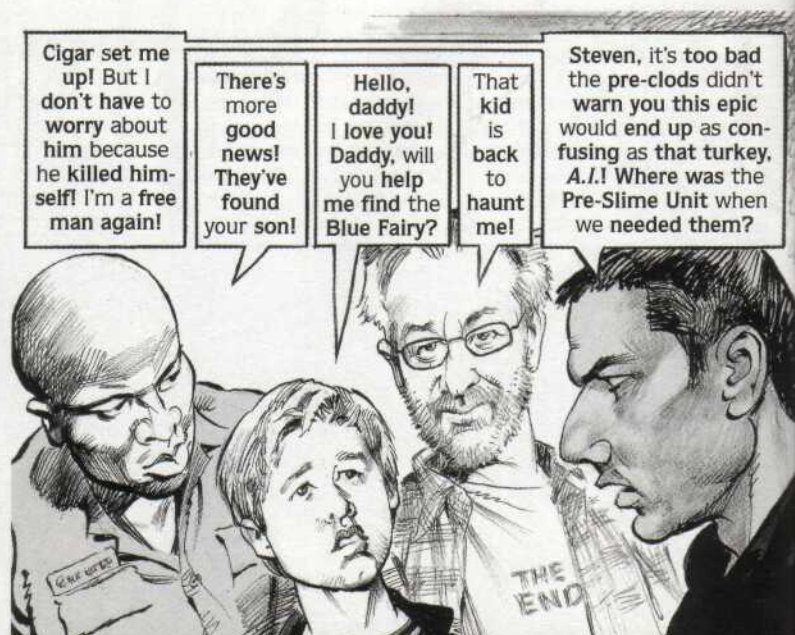


Now I understand what's going on! The pre-clod is showing me pictures of a murder over and over again! Except, it's not the same murder! If it was the same murder, it would be called an echo! This is not an echo!

No, it's more like a crock of sh—

The pre-clods said they're going to save me a great deal of suffering by cutting right to the end of the plot!

Too bad they didn't do that for the people that had to sit through this disjointed jumble in the theaters!



Cigar set me up! But I don't have to worry about him because he killed himself! I'm a free man again!

There's more good news! They've found your son!

Hello, daddy! I love you! Daddy, will you help me find the Blue Fairy?

That kid is back to haunt me!

Steven, it's too bad the pre-clods didn't warn you this epic would end up as confusing as that turkey, A.I.! Where was the Pre-Slime Unit when we needed them?





# Ridiculous MAD's 50th ANNIVERSARY CROSSWORD PUZZLE

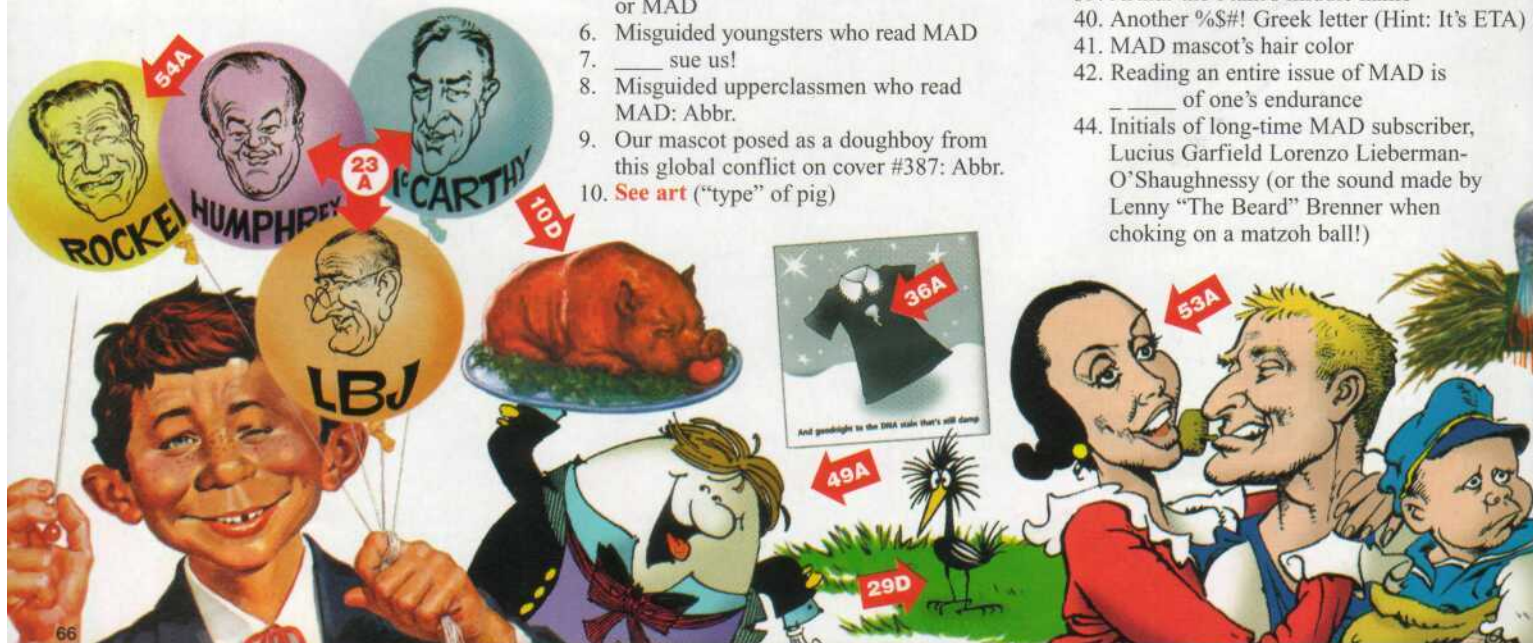
## ACROSS:

1. MAD's price!
6. Our staff's \_\_\_\_ under pressure is aided by their natural lack of "warmth"
9. MAD mascot's slogan
12. Synonym for dope, jerk, boob, ninny... well, even you get the idea
13. On cover #208, Superman and our retching mascot \_\_\_\_ over Metropolis
15. Swill from our readers that appears in the Letters & Tomatoes Dept.
16. Member of the "Usual Gang"
21. Simians in *Planet of the Remakes* (MAD #411)
23. **See art**
26. Next to DC, our favorite electricity
27. \_\_\_\_\_. Neuman
30. MAD's first editor
33. Scrabble pieces needed to start Don Martin sounds "VaROOM!" and "VOMT!"
34. The "y" in "spy," pluralized
35. State where fewest readers complain about MAD (because it's the smallest): Abbr.
36. **See art**
37. On cover #346, the lawn is \_\_\_\_ by our mascot using a twisted hose
42. MAD mascot, initially
43. Little \_\_\_\_-han Melvin was in issue #9
44. Dave Berg's "The \_\_\_\_ Side"
45. Just write ETC here...okay?!
46. Bad smells (like those emanating from the garbage in MAD)
49. **See art** (literally)
50. Swerves, like our skiing mascot does on cover #212 (right into a tree!)

52. On the cover of MAD #341, our mascot goes to the \_\_\_\_ for our *Apollo 13* spoof
53. **See art** (last name)
54. **See art** (first name)
55. **See art**
59. MAD's debut year, for short
61. P, O, I, U, Y, and T on a typewriter, i.e.
62. The \_\_\_\_ take for MAD's only movie, *Up the Academy*, was \$37
64. Just read the clue for 12-Across again!
67. Mets' stadium 7.6324198799465342 miles from editor Charlie Kadam's MAD office
69. Film genre spoofed in *201 min. of a Space Idiocy* (MAD #125)
70. News summaries like those that might appear on *Broadcast Snooze* (MAD #280)
74. \_\_\_\_ fair in love and...MAD?
76. Satire, humor, \_\_\_\_ (3 things we've yet to get the hang of!)
77. **See art** (but lose the middle initial!)
83. Schlitz (from *Hokum's Heroes*) and Friday (from the very next clue!)
84. In issue #3, *Dragged Net!* was our version of this cop show
85. Org. the actors in MAD's *Up the Academy* belonged to (and were promptly asked to leave!)

## DOWN:

1. **See art** (garment)
2. Issue #360 was our \_\_\_\_ SUMMER ISSUE!
3. Street name that would fit the Neumanism: "The suburbs are where they cut down all the trees and then name the streets after them."
4. Our mascot's initials (all jumbled up)
5. Word said in reaction to a foul stench... or MAD
6. Misguided youngsters who read MAD
7. \_\_\_\_ sue us!
8. Misguided upperclassmen who read MAD: Abbr.
9. Our mascot posed as a doughboy from this global conflict on cover #387: Abbr.
10. **See art** ("type" of pig)
11. "Shut yer \_\_\_\_!"
12. "\_\_\_\_ da!" (successful phrase rarely heard around our offices)
14. Quantity of paper (500 sheets) used to come up with a typical MAD cover idea
15. Congratulations! You found the missing middle initial from 77-Across
16. Only a fool would write IMD here — so start writing!
17. In *The Sound of Money* (MAD #108) Mitzia sang about "dough," rather than this female deer
18. Adj. ending for moron
19. Shmork from Pork was our version of Mork from this planet
20. One of those Greek letters we hate in crossword puzzles (hint: it's TAU)
22. **See art**
24. (341# DAM) "reveroF 'ylloD olleH' gnigniS lriG ynnuF a \_\_\_\_ naC uoY yaD raelC a nO"
25. One who attempts (not us, according to the Avis button on cover #115)
27. Another word for the lawyers MAD ridicules...and then needs
28. One might assume from *A Letter to the American People* in issue # 416 that Enron execs are a bunch of big, fat \_\_\_\_ !
29. **See art** (bird's name)
31. Letters used in Sergio Aragones' "marginals" to indicate sleep
32. \_\_\_\_ compoop
33. Spy \_\_\_\_ Spy
37. **See art** (headwear)
38. Of ECCH! and AGH!, the one that fits here
39. Arthur the Plant's middle name
40. Another %\$#! Greek letter (Hint: It's ETA)
41. MAD mascot's hair color
42. Reading an entire issue of MAD is \_\_\_\_ of one's endurance
44. Initials of long-time MAD subscriber, Lucius Garfield Lorenzo Lieberman-O'Shaughnessy (or the sound made by Lenny "The Beard" Brenner when choking on a matzoh ball!)





45. Like a slippery sea creature in a poem from *MAD's For Better or Verse*
46. Mantra (that our "idiot swami" on cover #121 might chant—if he could remember it)
47. A prolific (and self-reliant!) writer, Frank Jacobs has done numerous \_\_\_\_ -It-Yourself articles!
48. Green goop the Ninja Turtles are standing in on cover #306
49. **See art**
50. Long-timers Mort Drucker and Dick DeBartolo (or retired soldiers)
51. **See art**
53. Modern art style actually used on a 1960s *MAD* poster
54. Next to the AFC, our favorite NFL conference to skewer
56. Next to "shucks!" our favorite word of humility to avoid
57. 9s in Roman numerals?
58. In *We'll Make a Fortune* (MAD #266), Pat Somejerk's negative reply to: "Is there a 'C'?"
59. The 3 consonants in FA FA FA

60. *Star Blech* \_\_\_\_: *The Search for Plot* (MAD #251)
61. First or last letter of Roger's last name in *The Lighter Side*
63. Al Jaffee's longtime feature would be the OLD-N with these letters removed
65. We waxed poetic on the Caped Crusader in *Clooney* \_\_\_\_ the Bat (MAD Batman Spectacular)
66. Average grade of our average reader

68. Before Bush was a "bumbling shmuck" on cover #395, he was one of these at Yale
71. Poetic word meaning "before" used by the likes of Frank Jacobs
72. **See art** (nickname)
73. 2000 revenue-producing *MAD* addition
75. It goes downhill quickly in the winter (MAD does year 'round!)
76. Actor Brad drawn by Angelo Torres as Crusty Coolhand in *No Emotions Eleven* (MAD #416)
78. Likely abbr. to be found on one of our mascot's shirts
79. *MAD's* song "It's \_\_\_\_" is also known as "Burp Sharp Minor"
80. It would be really pathetic if you knew that Captain Klutz's hometown was \_\_\_\_-lopolis
81. Our group of 16-Across
82. We've given up! This answer made little sense in 4-Down, and yet here it is again!

**Look for the answers in the next issue. Hopefully, we'll have figured them out by then!**



WRITER & ARTIST: PATRICK MERRELL



**FOR YEARS,  
WHERE HAS THERE  
BEEN A MAJOR  
INTELLIGENCE  
FAILURE?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

These days it seems that no one knows the full story of what's happening with world and domestic issues. Everyone from the CIA to the President of the United States seems completely clueless. There is, however, one place where there has been the biggest intelligence failure of all. To find out where this is, fold page in as shown.



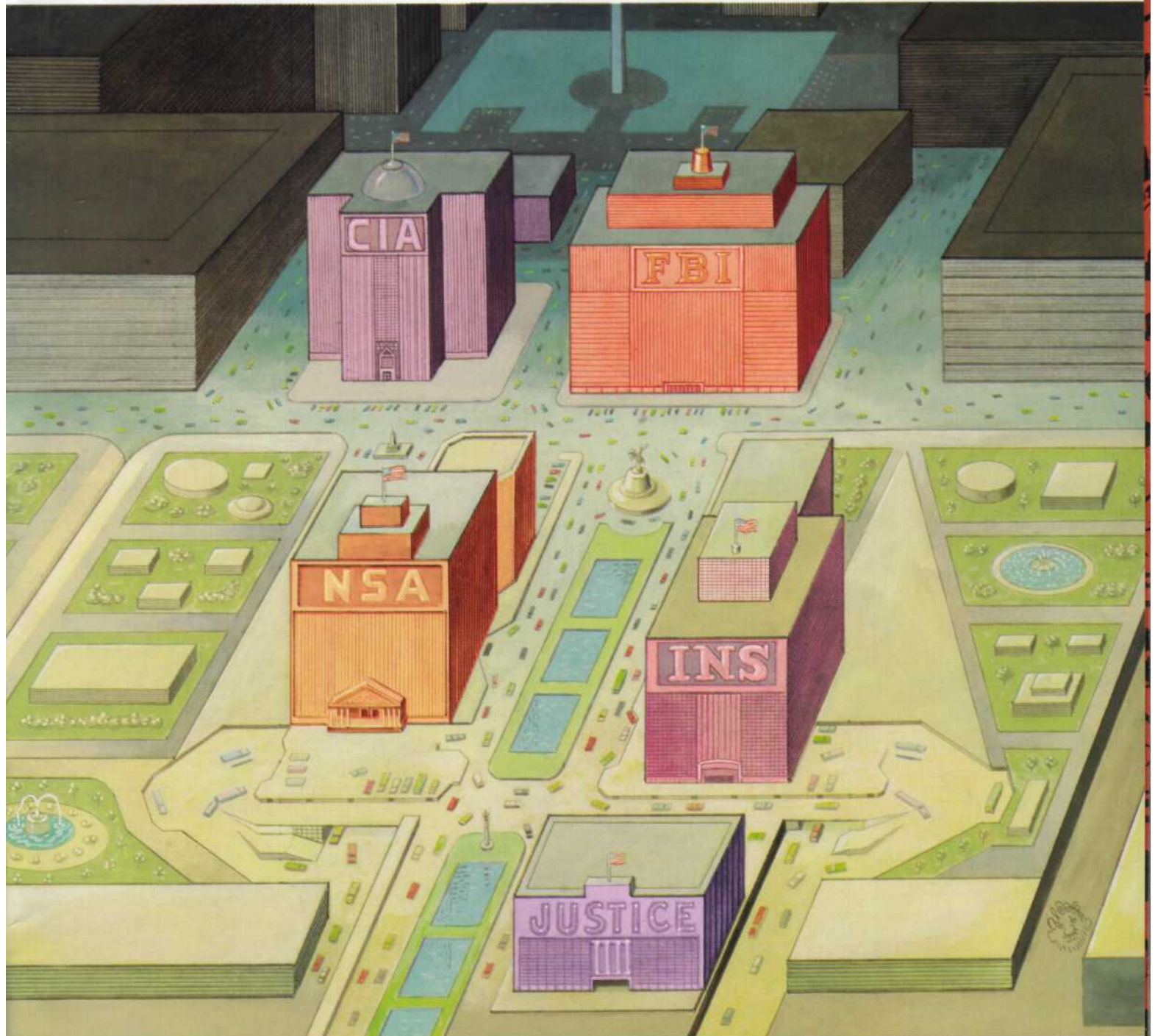
FOLD PAGE OVER LIKE THIS!

**A**

FOLD PAGE OVER LEFT

**B**

FOLD BACK SO THAT "A" MEETS "B"



**ONE THING ORGANIZATIONS KEEP SECRET FROM THE  
PUBLIC IS THEIR INTELLIGENCE FAILURES. FOR AGES  
WE HAVE DEPENDED ON THEM TO WARN US OF  
OFFENSIVE, HOSTILE ATTACKS. THEIR BUMBLING  
MAKES US APPEAR STUPID ALL OVER THE WORLD**

**A**

ARTIST AND WRITER: AL JAFFEE

**B**